# CHEMST& DRUGSST

The newsweekly for pharmacy

May 16, 1992



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- Skincare packaging uses only environmentally friendly components with no over-packaging.



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- Together with Extra Soft
  Cotton Wool and Makeup Wipeaways, Robinson
  provide the complete
  skincare regime.
- Robinson Skincare a unique opportunity to MAXIMISE IMPACT: MAXIMISE PROFIT:



ROBINSON HEALTHCARE

HIPPER HOUSE CHESTERFIELD \$40 TYF UNITED KINGDOM

### IoW fax links to GPs under trial

Welsh DUMP on hold due to new waste regs

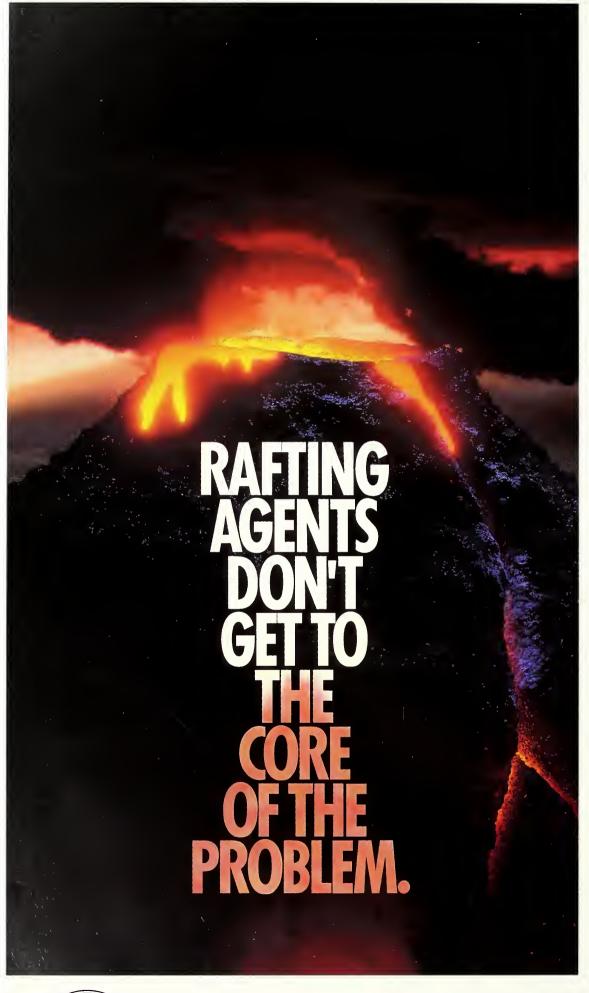
Dodd bows out: C&D interview

Exam fee to be in two parts

AAH escape full MMC net



Check-in for holiday health



Unlike rafting agents,
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indigestion and heartburn.

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## CHEMIST& DRUGGIST

INCORPORATING RETAIL CHEMIST & PHARMACY UPDATE

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### Comment

MMC ruling homes in on Aberdeen

At first sight it might seem the acquisition of three former Medicopharma UK depots by one of the two remaining national operations would work against the retail and hospital pharmacist — and more importantly operate against the interests of patients. Certainly the Monopolies and Mergers Commission thought it worth investigating, though in the end AAH have come out on top. Indeed it is hard to see how such an efficiently-executed *fait accompli* could be untangled at this late date, though the Office of Fair Trading is determined to try in Aberdeen.

In the short term at least, it is arguable that the end-user is better served by a full line wholesaler of AAH's pedigree than by an organisation constantly struggling to sustain financial viability. However, in the longer term pharmacists legitimately may be concerned by contraction in the choice available at national level. But commercial activities very often have to react to events as much as to mould them, and with self-distributors such as Lloyds growing in strength, and short-line wholesalers doing brisk business with the very profession whose self-interest appears to lie with the continuing strength of the full-liners, changes in the wholesaling scene could be said to be the result of its own internal logic.

And it is easy to become too gloomy; Numark's Daniels

moved particularly quickly to service customers caught napping by Medicopharma's demise. In Aberdeen, too, a new regional wholesaler, Norscot, joined the Numark fold.

Yet the gathering strength of the two remaining national full line wholesalers commands respect, and it is their policies which look likely to define the shape of the wholesaling in the future. This week one major national wholesaling innovator, Peter Dodd of Unichem, stands down (see p844). Last week, his opposite number at AAH Pharmaceuticals, managing director David Taylor, suggested a significant reduction in the number of wholesale depots within five years. Pharmacists may ask: with just two lean, mean national wholesalers, how long could twice-a-day delivery be expected to last?

It all boils down to choice, and the quality service and keen price suppliers have to provide when customers can shop around for the best deal. All large commercial organisations will attempt to dominate their markets to the degree they are let, and the efficiencies of scale possible with big-bucks organisations means the arguments are not all on one side. At the end of the day a balance has to be struck which serves the interests of wholesalers, retailers, hospitals and patients; but who should referee the action in a field as sensitive as healthcare remains an open question.

Chemist & Druggist 16 MAY 1992

## Fax link to GPs, latest in IoW initiatives

An evaluation of the benefits of fax links between community pharmacists and general practitioners is the latest in a string of initiatives coming to fruitition on the Isle of Wight.

All IoW GPs already have fax machines and this study will evaluate the benefits to patients and the two professions of this additional channel of communication.

Edwin Hume, administration and information manager at the Isle of Wight Family Health Services Authority confirmed that an application for funding had been made to the Regional Health Authority. If successful, the money will be used for a pilot scheme involving three or four pharmacies, he said.

Although the FHSA had determined which general areas were suitable for the pilot scheme, specific pharmacies had not been approached, nor had detailed protocols been drawn up. If the scheme proved successful, it was hoped to offer the facilities to all pharmacists on the island, said Mr Hume.

Local Pharmaceutical Committee chairman, Wally Dove, was involved in drawing up a justification for the scheme. This was done, he said, by putting the interests of the patients first.

Mr Dove believes there are considerable advantages in a faxbased early warning scheme which could be used, for example, to alert pharmacists and GPs to stolen prescription pads or drug recalls. Warnings could even be instigated out of hours with notification already at the pharmacy or surgery when business resumed, he said.

Prescriptions could be faxed to the pharmacy so they would be ready for the patient to collect, Mr Dove continued. If there were problems with a prescription not signed, or incorrectly completed, it could be faxed to the surgery for clarification.

Additional advantages could include faxing details of a patient's medication record to a hospital emergency department, for example, and would provide better communication links between community pharmacies, hospital information departments and organisations such as the National Pharmaceutical Association.

This move is the latest in a string of initiatives, all of which have been achieved in the last 18 months. Mr Wally Dove believes they have stemmed from a successful working party set up between the LPC and FHSA.

The working party's aim was to investigate how to increase the role of the pharmacist in medical advice and health promotion in the High Street, he explained. The FHSA general manager and pharmacy adviser were among those involved.

One of the first initiatives, explained Mr Dove, was the FHSA agreeing to fund 70 per cent of the cost of an ongoing NPA's medicines

counter assistants training course.

The Authority has also organised a course which brings together pharmacy assistants and doctor's receptionists. The first of these has been well received, said Mr Dove.

Courses for pharmacists to improve their communication skills, again funded by the FHSA, are also on the cards. Around 12 pharmacists have signed up for the first one, to be held in the next few weeks. When the FHSA circulated a questionnaire to pharmacists last year, this was one area identified as desirable.

The Authority has also funded, in total, the cost of modular, plastic racking for health promotion leaflets. Pharmacists are currently reviewing the supply of literature which, says Mr Dove, can be a little ad hoc. It is hoped to co-ordinate specific themes for health education to increase the impact on the public. "That way we will all be pulling in the same direction," he says.

A needle exchange scheme, operating from eight of the island's 30 pharmacies, began on April 1. The pharmacists taking part are not being paid to do so, but the FHSA is funding the provision of needles and syringes, sharps containers, and the collection and disposal of contaminated returns. The pharmacists now hope to produce an advice leaflet for local addicts.

Mr Dove recognises the IoW is fortunate to have a very positive, forward thinking FHSA general manager.

## GPs monitor dosage!

Doctors have criticised as too rigid, monitored dosage systems used in many residential and nursing homes across the UK.

According to an article in BMA News Review (May 1992), the General Medical Services Committee's prescribing subcommittee fears that the use of these systems may not reflect the prescribing or dispensing policies of the doctors who care for the patients in these homes.

Some doctors also believe that these systems may prove too rigid, making changes to dosage patterns more difficult, says the report. Despite these reservations, the subcommittee believes some homes may find benefits to introducing such systems.

Dispensing doctors are being advised that they can improve their service through schemes that reflect their own prescribing patterns.

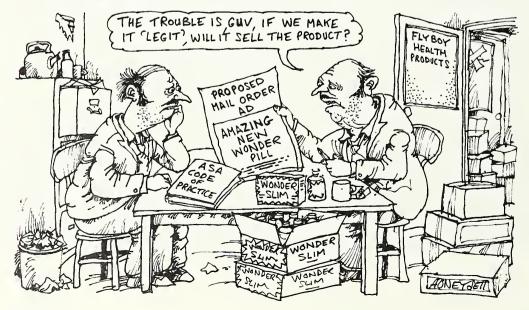
Doctors who work in homes where monitored dosage systems are in use, should agree on a more flexible arrangment with the home superintendent if necessary, concludes the article.

## MPs throw in the towel

Five newly elected Labour MPs have joined the parliamentary campaign to secure the abolition of value added tax on sanitary towels and other related protection.

Close on 20 MPs have signed their motion calling for the VAT impost on sanitary protection to be ended.

## Health-related mail order ads cause ASA concern



Nearly 40 per cent of health-related mail order advertisements may be in breach of the Advertising Standards Authority's Code, a survey has revealed.

The ASA monitored 1,043 advertisements in the national Press over a 22-week period, "covering everything from support bandages to slimming pills".

As every claim could not be investigated, each advertisement was taken at face value and grouped into one of three categories — apparently acceptable, questionable and apparently in breach of the Code.

The ASA describes their findings — that nearly 40 per cent fell into the "apparent breach" category — as "worringly high". Compared to similar surveys in other areas of advertising, health-related mail order advertisements continue to cause serious concern.

"Readers in this market can be particularly vulnerable and we have been disappointed to find that some of the advertisers are resistant to our advice," says the ASA in their latest report. "Newspapers are urged to take extra care in checking

#### DDA criticises Working Party report

"Worthless", is perhaps the perdictable reaction from the Dispensing Doctors' Association ot the Joint Working Party report into the future of community pharmacy.

Writing in the DDA Journal (April 1992) Dr David Roberts concludes: "This report is worth less than the rather expensive paper upon which it is printed. Like many other Government working party reports it is highly qualified for residence on a suitable dusty shelf.'

Dr Roberts begins his "criticism" by questioning the composition of the Working Party itself. "It was just like asking John Major and the Cabinet to discuss the future goverance of Britain," says. "It (the report) should be taken no more seriously than that, since it too fails to mention any alternative."

Turning to the report's 30 recommendations, Dr Roberts says that the arguments of conveneince, used in favour of pharmacists' involvement in repeat dispensing, could just as well be used in favour of universal doctor dispensing.

'After all, what could be more convenient than walking down the corridor to the doctor's dispensary where the dispensed item would be already waiting to be collected after every transaction, repeat or not, not just the script," he asks.

Dr Roberts continues by voicing his thoughts on moves to re-classify more POM medicines as P: "Regrettable, 'P only' sales are so openly abused in virtually every chemist shop in the country by

unqualified assistants that there can be little confidence in releasing more potent medications for pharmacy sales.

"And how will these sales be safeguarded in the absence of the chemist on his proposed domiciliary duties?" he asks.

Although the Working Party report stopped short of any recommendation concerning generic substitution, Dr Roberts poses the questions: "If generics are so good, why is it that they (pharmacists) burden their shelves and counters with attractive OTC goodies? Could it be the promotional prizes of colour TVs and Caribbean holidays? Or is it that they want it both ways - to be professionals and shopkeepers?

#### Additives to be cut

The Food Advisory Committee has recommended a much greater restriction on the use of additives in babyfoods.

In a report published last week, the Committee recommends that only natural food substances or extracts should be permitted as flavourings in weaning foods. Where this is not possible, extracts and/or essential oils obtained from foods, herbs and spices commonly consumed as part of the UK diet may be used providing the intake does not exceed that from a normal

Follow-on milks should be flavoured only with vanilla extract or natural fruit extracts, while the stabiliser carrageenan should not be used in infant formulas or other babyfoods because of possible effects on the immune system. Lecithins in infant formulas should be restricted to 100mg/100ml when reconstituted and the label should indicate if they are derived from soya beans, because of the possibility of soya sensitivity in young children. The preservative sodium metabisulphite should no longer be permitted in babydrinks.

The report lists those antioxidants, emulsifiers, acidity regulators and raising agents which the Committee believes should be permitted for use in weaning foods.

The Committee's general philosophy is that "additives should not be used as substitutes for good manufacturing practice and manufacturers are urged to develop their processing and packaging technique so as to eliminate the use of additives wherever possible.'

A spokesman for H.J. Heinz said that their baby products had been free from artificial flavourings, colourings and preservatives since the 1970s. Milupa do not use carrageenan in their milks, nor do they use any artificial flavourings, colourings and preservatives. Cow & Gate do not use carrageenan in milks and Farley's do not use carageenan in any babyfeeding products.

week.

osetoporosis, cardio-vascular disease and digestion. Free copies are available from Coffee **News information Service,** 

fertility, pregnancy, cancer,

Kingsgate House, 536 Kings Road, London SW10 OTE.

has produced a fact sheet telling women about the hazards of smoking in pregnancy. The A4 sheet, which takes a question and answer

An AIDS education pack, aimed

launched by the Government's Chief Medical Officer, Dr Kenneth Calman. Intended to raise awareness among those who do not treat AIDS patients, the packs are being distributed via postgraduate medical centres over the coming weeks.

#### Yachting weekend

Ciba Vision would like to point out that their Otrinine-Antistin competition is for pharmacy assistants and not consumers as stated in C&D last week.

#### Roberts' rights

**Roberts Pharmaceutical** Corporation have been granted the worldwide commercial rights to Supprelin (histrelin) by Ortho Pharmaceutical, a Johnson & Johnson company.

### **DoH to investigate Vitamin K**

The Department of Health is poised to investigate results from a study suggesting newborn babies given routine injections of vitamin K could have double the risk of developing childhood leukaemia.

The study, by Professor Golding of the Institute of Child Health, Bristol, was sponsored by Roche, manufacturers of vitamin K under its proprietary name Konakion. It was prompted by research two years earlier which had suggested the link between intramuscular vitamin K and childhood cancer.

Roche are now working with accredited experts to develop a comprehensive evaluation of the

study. However, they say the data may be misleading and its collection may be incomplete. "We feel the study may be a red herring, but we will look very closely at the results.' says a company spokesman.

Roche says the majority of cancers occured in babies born over the five-year period 1977-82, and it is possible that other factors were responsible for the cancers seen. The reasons for some children receiving vitamin K and others not is unclear from the study and such factors could be important.

Roche also say there is direct evidence refuting the biological theory suggesting a link between vitamin K and cancer. And vitamin K is "inactive" in a well recognised test for mutagenicity.

Meanwhile, a spokesperson for the DoH told C&D: "The study is interesting but preliminary work which raises a number of questions that need to be considered further by the profession. The DoH will be considering with the British Paediatric Association and health workers how these questions are most appropriately addressed.

At present the DoH's recommendation that all newborn babies should be given vitamin K will remain unchanged. While some babies are given intramuscular vitamin K, others are given tablets which have not been linked to cancer, while some do not receive any form.

These latest results were released following Professor Golding's presentation of the paper to the British Paediatric Association meeting on April 8. The subject was covered extensively in the Press last

health claims in mail order advertisements."

The ASA has welcomed the news that the scope of the National Newspapers' Mail Order Protection scheme (MOPS) has been widened to include medicinal products.

As this area is "too much of a minefield to leave unmonitored" the ASA plans to continue with occasional spotchecks in the future.

In the same report, the ASA upheld a complaint against Magnivision, manufacturers of reading glasses.

Evington Eyecare had objected to three claims in an advertisement for Magnivision reading glasses placed in the Evington Echo by Pearl Chemists and the J&A Pharmacy.

The complainant objected to claims that Magnivision were "recommended by leading eye specialists", that the products came "in a wide range of styles and strengths to suit everyone" and that, at £14.95 a pair, they were at least a third less than the cost of prescription glasses.

The advertisers asserted that the disputed claims were not misleading but did not provide adequate substantiation as required by the Code.

Magnivision confirmed that the advertisement was no longer running and that the disputed claims would not be used in any future advertising without first being fully substantiated.

#### C&D Price Service

Roche Starflower Oil 250mg has a retail price of £6.99 and a trade price of £20.82(5). We apologise for any inconvenience caused.

#### Scottish statistics

Scottish prescribing statistics for December 1991 show a total of 3,945,876 prescriptions dispensed by pharmacists and appliance suppliers at a gross cost of £29,993,763.65 (net £28,090,640.85). The cost per prescription (pharmacists only) was £7.55 gross (£7.06 net).

#### Coffee facts

"Coffee, caffeine and health the facts" is the title of a new booklet which reviews scientific data on the effects on coffee on

### Smoking fact sheet QUIT, the stop smoking charity,

format, tells mothers: "Now you're breathing for two''. Copies are available by calling the quitline on 071-487 3000.

#### **Doctors' AIDS pack**

at hospital doctors, has been

## Square celebrates 150 years of 'teachers and the taught'

The aim of the School of Pharmacy of the University of London, as it enters its 151st year, is to combine the best research with the best teaching.

Effective research led to drugs being marketed in a safe and effective form with pharmacists then able to recommend the best medicines, and able to be an interlocutor between the patient and doctor, the Dean, Professor A.T. Florence, told students and guests in his report at a ceremony to celebrate the 150th anniversary of the School last week (see also last week, p769).

Professor Florence said the School was celebrating its 150th birthday, confident in its future as part of the "great University of London". He said he believed in the concept of a University, in cooperating with sister Colleges and the Senate, and in evolving links with industry, the profession, health authorities, and the like.

Professor Florence said the School was ever changing, announcing a new Masters degree in phytotherapy research, a new Department of Toxicity, and a new Chair in the Practice of Pharmacy (see last week p769). "These are exciting times."

He made particular reference to School's support from industry, and in particular to £700,000 received from Glaxo since 1986.

Old disciplines had to be explored alongside the challenge of new ones. "We have to refine and define what we do. We will get there, not by leaps and bounds, but by degrees!" Professor Florence concluded.

In the Foundation Address, the Chancellor of the University of London, HRH The Princess Royal. spoke of pharmacists and pharmacy being in the frontline of healthcare both in developed and developing nations. She referred to her work for the Save the Children Fund in underdeveloped countries, where the need was for appropriate, affordable and reputable medicines. "Where is the first place that people in Western Europe go for advice on healthcare. They go to the pharmacy. They go expecting service and a response, that the pharmacist is customer orientated and can communicate.

The Princess Royal said for these reasons she was very interested in what went on in the School. Indeed, she apologised to the assembly for being somewhat delayed in addressing them, because on her earlier tour of the School "I was sufficiently distracted by all that you are doing here".

The Princess Royal traced the development of the School from its foundation by the Society, its inclusion in the Faculty of Medicine

at the University of London back in 1925, to its establishment in 1949 as a faculty in its own right. She said the London degree had been a model for pharmacy courses in emerging countries.

She highlighted areas of School research into allergy, malaria, hepatitis and AIDS, but returned to the theme of the University as teaching institution. Its role was to

educate future graduates to play their part in healthcare and health education. "We celebrate the teachers and the taught, of the past, the present and with confidence, of the future. The foundation is sound. The University of London is proud of the School of Pharmacy. I am delighted to be able to help celebrate the 150th anniversary of the founding of the School."



The Dean, Professor A.T. Florence, accompanies HRH The Princess Royal on her tour of the teaching laboratories. She is pictured speaking to Rob Poolman and Anouchka Sarif

## Hospital pay up 4.75 pc

Hospital pharmacists are get a 4.75 per cent pay award backdated to April 1, following a Whitley Council meeting on Tuesday. The increase applies to all grades and all points except preregistration graduates who will get a £400 increase.

The settlement, like last year's, has been reached somewhat more quicker than normal. "We were seeking a 'substantial rise', "Bob Timpson, chairman of the staff side, said on Wednesday, "but it was clear that this was the best we were going to achieve. Staff side concluded that there was no point in holding up matters by consulting with members."

## Hayfever hotline

A telephone hotline providing daily pollen counts and weekly pollen forecasts for London and the Home Counties has been launched.

Sponsored by Janssen Pharmaceuticals, the Pollen-eze hayfever hotline is updated daily by workers at the Pollen Research Unit, based at the North London Polytechnic. The number is 071-753 7066.

Apart from providing a service to hayfever sufferers, Janssen are also hoping that pharmacists and their assistants will pass the number on to their customers and call themselves for up-to-date information on pollen counts.

#### FHSA funded DUMP campaign under threat

A continuous DUMP campaign in West Glamorgan is under threat because of new regulations governing waste disposal.

West Glamorgan Family Health Services Authority announced in February that they would fund a continuous DUMP from the area's community pharmacies (*C&D* February 22, p273). The move coincided with a Welsh report which said a continuous service was preferable to periodic campaigns.

The FHSA has budgeted for the service and have finalised arrangements with the local hospital to collect and incinerate the returned medicines, Terry Thomas, FHSA deputy general manager told *C&D*.

However, this was before the Authority was aware that new waste regulations require pharmacists to record the identity of all returned medicines before they are passed for incineration.

The FHSA has put the scheme on hold and has written to the Local Pharmaceutical Committee asking how the pharmacists wish to proceed.

Mr Thomas said he realised that the new regulations meant an

increase in work for pharmacists, who were not being paid for the service. However, it was necessary to balance this against any benefit to the community.

"The Authority will be very disappointed if the scheme can't proceed because of this quirk in the regulations," he said. "But if it's the law of the land, no matter what we think of it, we have to abide by it."

Mr Thomas had more

Mr Thomas had more encouraging news on a second FHSA initiative — that of providing leaflet stands to community pharmacies, free of charge.

The response to the Authority's offer was very good, he said, with between 80 and 90 of the area's 120 pharmacies asking for a stand. These had already been sent out.

The new waste regulations have also delayed the start of Kent FHSAs continuous DUMP campaign, which uses DOOP containers.

Contract officer, Linda Gibbs, said she hoped the scheme would be up and running by the end of the month.

Pharmacist Mike Reynolds, whose company supplies the DOOP containers, is meeting the

Department of the Environment on May 19 to discuss the current situation.

The regulations as they stand require pharmacists to record the identity of all returned tablets including the percentage concentration of each, he explained. In many cases this is not possible and, if attempted, could be very time consuming.

Mr Reynolds will be arguing that pharmacists cannot accurately fill in the forms as they are currently designed. Because of this they cannot legally send unwanted medicines for disposal and so cannot collect them from the public.

In Dorset, secretary Roger King said the LPC was pushing hard for some properly funded form of disposal system.

"It is totally wrong that we are doing a responsible job by taking these medicines back for safe disposal, but we don't get paid for it and even have to fund the disposal ourselves," he said.

It was unlikely that Dorset pharmacists would hold another DUMP campaign while the regulations governing disposal remained in their current format.

### Panel: PSNC | Change for seeks judicial

The Pharmaceutical Services Negotiating Committee issued the following statement on May 13:

"At its meeting on May 13, in the absence of any satisfactory offer from the Department of Health, the PSNC ratified its decision that, following the referral to the Pharmacists Review Panel, steps must be taken to give the Panel the opportunity of acting in accordance with its terms of reference. Accordingly, an application will be made to the High Court for leave to apply for judicial review. The High Court will be asked to make orders giving effect to the PSNC's reference to the Panel.
"A preliminary hearing in the

High Court is to be held on Monday, May 18.'

#### **NAHAT** meet in Harrogate

The Health Secretary Virginia Bottomley will address the annual conference of the National Association of Health Authorities and Trusts, in Harrogate next

The conference and associated exhibition will run from June 24-26 at the Harrogate Centre and nearby hotels. Programme and registration details from the Conference Office, NAHAT, Birmingham Research Park, Vincent Drive, Birmingham B15 2SQ (tel: 021-414 1536).

#### **Pharmacist** charged

A 32-year-old Gerrards Cross pharmacist has been charged with unlawfully possessing 250g of pure cocaine worth £100,000.

Ashish Patel, of Tower Cottage, Oxford Road, Gerrards Cross, is charged with the offence at the Medway Pharmacy, Perrivale between January 13 1991 and February 3 1992. He has been bailed to appear at Ealing Magistrates Court on May 27.

#### **Tri-adcortyl** Otic recall

Bristol-Myers Squibb have recalled Tri-Adcortyl Otic ointment (batch 2C120) because it has been supplied without the integral tapered applicator designed for aural administration. Application from the tube is still possible.

Although there is no deficiency in the ointment in the tubes and no foreseeable safety hazard from use of the affected batch, pharmacists are requested to return any stock from this batch via their wholesalers.

## the better?

A number of interesting views were reported in the C&D May 9 with different opinions on the future evolution of community pharmacy expressed, directly or indirectly, by Tim Astill, director of the National Pharmaceutical Association, David Taylor, AAH Pharmaceuticals managing director, and Clive Parr general manager of Hereford and Worcester Family Services Health Authority. In terms of change, it seems the general opinion is that, as far as community pharmacy is concerned and, despite the tumultuous changes of the last twenty years, "we ain't seen nothing yet"

Irrational planning will continue to be achieved by the inexorable financial attrition of the financially most vulnerable, with little attention being paid by Government to planning a properly remunerated and integrated service. Individuality will be squeezed out of the system, to be replaced, as the multiples become more powerful, by "clinical" efficiency. Wholesaling will become ever-more efficient. with a single daily drop becoming the norm, second-line alternatives an unaffordable luxury, and slow-moving lines relegated to the pages of history. The desire of the public for a convenient dispensing service will dictate planning policy and, as medical services become concentrated in larger more cost effective surgeries, so pharmacies will become similarly situated, within or adjacent to these centres.

An economist's Utopia, a service reacting to the false prophet of public need, sleekly efficient but monotonously conformist. This vision of community pharmacy, if translated by market forces into reality, eventually will provide a sterile environment in which to practise where most of the traditional strengths of the professional in the High Street will have been lost forever.

The community pharmacy I practise is the practice of tradition, intuition and common sense appreciated and sought by a



wider audience than the narrow geography of my local area. I readily admit that my knowledge of modern therapeutics and pharmacokinetics is not as good as it should be, but my recent enrolment with the Centre for Pharmacy Postgraduate Education, assisted by a little effort on my part, should steadily rectify that problem.

What cannot be taught in the classroom, however, is the diversity of experience born of 150 years of commercial and professional apprenticeship. This quality draws thousands of 'clients" every day to seek advice from their community pharmacist, and it will indeed be a sad day if the new economic awareness that is now initiating change in the NHS, combines with the streamlined inevitability of multiple domination, to irrevocably destroy the community service that pharmacy presently so expertly provides.

### Fisons suffer bureaucracy

The hay fever season seems to come around more quickly with every year and, although not officially due to start until the first week of June my sales of Triludan, Piriton and Hismanal are already climbing. Unlike last season, this year we are promised ample supplies of Opticrom, and, despite a few occasional problems with Intal Co, Fisons appear at last to have regained some semblance of normality with their supplies.

The problems were caused, apparently, by contamination at their Holmes Chapel factory which, after refurbishment, have now been rectified. Supplies from that source, including Opticrom and Tilade, were approved for sale in the UK in January (Guardian May 6 and C&D May 9, p866). In the Guardian article, however, it was stated that approval had still not been reviced from the United States Food and Drugs Administration and that it was feared that this was unlikely to be received in time for these vital commercial products to be available for the all important US rag weed season in September.

Fisons have certainly had their troubles over the last 18 months, and inevitably this has affected their profitability, but it seems inconceivable that the plant for a product, licensed in both the UK and US, can be approved for supply to the UK market by the UK authorities in January, but still be awaiting clearance from their counterparts in the US some six months later. Safety must not be compromised by commercial expediency, but either this plant is safe or it is not. The apparent conflict between the two authorities leaves the consumer worried in the UK, irritated in the US, and Fisons despairing in the middle. I cannot understand why concurrent approval could not have been given, but the onus must now be on the FDA to expedite its decision and if it is contrary to that given by the UK Authorities, some very comprehensive explanations will be required.

# ICAL FCTION

## Counter points

## Panadol Extra now Soluble



Sterling Health have launched Panadol Extra Soluble tablets (12, £1.65). Like Panadol Extra, the tablets contain paracetamol 500mg and caffeine 65mg, but in an effervescent formulation. They are classified as GSL.

Panadol Extra Soluble is targeted at women aged 25-44 buying for themselves or their partner. It is said to meet the two main requirements of the consumer; speed of action and efficacy. The launch is being

The launch is being supported with a £1 million television campaign running nationally for seven weeks until mid-June. Sterling Health are offering pharmacists the chance to win one of four Cartier watches in a competition

running from May to October. Four pharmacy assistants will be offered the chance of a flight on Concorde.

The company says "strong" analgesics are growing the pharmacy sector and currently account for 48 per cent of pharmacy sales. Panadol Extra Soluble are distributed in a single facing unit containing six cartons in each tray. Sterling Health. Tel: 0483 65599.

#### AAH trade offer on Panadol

AAH Pharmaceuticals are offering trade price discounts and free gifts in a special promotion on the complete Panadol range.

Customers can choose their gift from a range of luxury bathroom and bedroom accessories. Gift selection is dependent upon order quantity and the minimum order for a free gift is four outers. More than one gift may be claimed with each order.

This offer ends on May 31 and all orders for gifts must be received by Sterling Health no later than June 12. AAH Pharmaceuticals. Tel: 0928 717070.

#### Jenks take on Agfa in chemist sector

The Jenks Group are to sell Agfa's range of Agfacolor XRG print films to the wholesale and independent chemist sector.

The distributor's first task will be to present the Agfa "Wildlife Babies" promotion, in which the company has teamed up with the World Wide Fund for Nature (WWF). A soft toy will be given away free at point of sale with each special double pack of print film. A POS package with film tray dispenser accompanies the promotion.

Agfa will be investing £10 million into the UK market over the next three years

with the aim of achieving a European brand share of 20 per cent by 1994. Activity this year will include television advertising, support of major sporting events and a strong trade programme, say Jenks.

Research shows a 70 per cent awareness of the Agfa name, and intention is to build brand share within the chemist sector. "We chose the Jenks group because of their excellent coverage of this key trading sector," says Robert Stabler, sales and marketing manager of Agfa's consumer division.

Distributors Jenks Group. Tel: 0494 442446.

#### Alka Seltzer targets holiday market

An on-pack offer of holiday travel files is being used to promote Alka-Seltzer.

The pocket-size wallets contain a personal information card, a sample Hawaiian Tropic sun screen and a suncare information leaflet. They will be available free with an application form printed inside the special promotion packs of Alka-Seltzer. Applicants will also receive two free samples of Alka-Seltzer.

A television advertising campaign in the pre-holiday period is expected to boost consumer demand. Warner Lambert Health Care. Tel: 0703 620500

#### Savion on the screen

Zyma Healthcare is promoting the Savlon range this Summer with a £1.5 million national television advertising campaign running for three months from June 1.

Described as the biggest ever advertising campaign for Savlon, it features a series of animated commercials created by the agency which developed the "creature comforts" advertisements.

Four ten-second

commercials feature a common ailment depicted in flesh-coloured animated words — a Savlon product then heals the skin. The campaign will start with Savlon dry skin cream, followed by liquid, dry spray and antiseptic cream.

Some 95 per cent of the target audience of housewives with children will be reached 17 times by the campaign, say **Zyma Healthcare**. **Tel:0306 742800**.

#### Seldane deal on TV-am

Marion Merrell Dow's Seldane hayfever remedy is sponsoring TV-am's weather reports every weekday, on the hour, for the next three months.

The deal involves a 15-second front credit sequence to the weather

followed by the pollen count chart with the Seldane logo.

This is the company's first TV sponsorship and will be complemented by activity in the national Press and on London Underground.

Marion Merrell Ltd. Tel: 081-848 3456.

## New Backease sandals from Scholl



Following the launch of the Backease shoe insert, Scholl have launched a range of Backease sandals.

The specially designed Poron heel cushion reduces the foot shock that can aggravate low back pain, the company says. The new sandals (£34.99) are endorsed by the British School of Osteopathy who are currently trialling Backease in conjunction with osteopathy treatment at a central London clinic.

A £600,000 advertising campaign featuring the shoe inserts and range of sandals will be running in the Radio Times, TV Times, Sunday Mirror and Woman's Weekly until late July. A Backease hotline is also in

operation answering consumer queries on the product and providing information on relief from recurring back pain. Scholl Consumer Products Ltd. Tel: 0582 482929

## Keep on smiling!

Braun Oral Care are supporting National Smile Week (May 18-24) with a series of provincial competitions. A syndicated radio tape will run throughout the week on local radio, and a national newspaper will carry a competition. Braun Oral Care. Tel: 0932 785611.



## THE PERFECT END TO AN IRRITATING WEEK

When a customer suffers from contact dermatitis or reactions to insect bites, you can't recommend a quicker relief than Hc45.

In fact, speed of action and efficacy are the main reasons why 90% of customers are perfectly happy using it for irritated and inflamed skin conditions. And that's why you and your colleagues recommend Hc45 twice as often as any other hydrocortisone brand!

Also, when used properly under your direction, 1% hydrocortisone is quite safe. And as we've found out, customers

do follow your directions faithfully!

Proper use, as you know, includes two applications a day for 7 days or less. Between those applications, Cream E45 can be used for even greater relief. This is yet another example of how different members of the E45 family complement one another.

So do continue to recommend Hc45 – accompanied, when needed, by Cream E45. Your customers will thank you afterwards.

Ref: 1. Martin Hamblin Research. The Purchasing of OTC Hydrocortisone, January 1990.





As gentle as it's effective

### **Simply Skincare** from Robinson...

Robinson Healthcare have launched a range of skincare products simply called Skincare, designed to appeal to the women who seeks natural" products

The range, based on mineral water derived from a natural spring, is said to contain only pure natural ingredients. All products contain hygroplex - a natural moisturising factor to keep the skin feeling soft and supple by regulating the moisture level. D-Panthenol, a natural source of vitamin B5, is also included.

Skincare consists of five products; cleansing lotion (150ml, £2.99), refreshing toner (150ml, £2.99), day cream (75g, £3.99), moisturiser (75g, £4.99) and night cream (75g, £4.99). These are suitable for all skin types, are lightly



fragranced and not tested on animals. Moisturiser and day cream contain UVA/UVB

The blue and gold packaging is described as 'sympathetic to the environment".

A starter pack of four with a free shelf display. Robinson Healthcare.

#### cleansing lotions and refreshing toners, and three moisturisers, day creams and night creams is available

Tel: 0246 220022.

#### **Suba Seal offer**

William Freeman are running an introductory offer to introduce their relaunched Suba Seal babycare range. There will be a 5 per cent discount on the range. William Freeman Ltd. Tel: 0226 284081.

#### Soccer offers

Numark have teamed up with Gillette to offer members free gifts with orders of the shaving range. Gifts include a FIFA endorsed Adidas football with orders of eight packs, an electronic game of table soccer with 12 packs and "The Manager" board game with 18 packs. Numark Management Ltd. Tel: 0827 69269

#### Contrelle ads

Femcare is supporting Contrelle with advertisements in the women's Press, running from June to the end of the year. The advertisements are part of a six figure promotional spend for Contrelle. Femcare Ltd. Tel: 0602 786322.

#### Medijel leaflet

DDD Limited have produced a consumer leaflet on mouth ulcers and their treatment to support their Medijel range of products. Supplies of the leaflet can be obtained from DDD sales representatives or directly from DDD Ltd. Tel: 0923 229251.

#### Slimfast offers

D.E. Pharmaceuticals are currently offering special deals on a selected range of Slimfast products. Prices have been reduced to £27.50 for six with further discounts for larger orders.D.E.Pharmaceuticals. Tel: 0661 835755.

#### **Prints offer**

Prisma are marking the launch of their Heritage collection of binoculars by offering a choice of four limited edition watercolour prints. To get their free print consumers need to send off one proof purchase. Prisma Ltd. Tel: 071-499 7324.

#### Tennis ace

Defending Wimbledon tennis champion Michael Stich will be wearing the Konica logo when he opens play on the centre court on June 22. The young German has also been signed up by Konica Europe in a three year photographic sponsorship deal which also includes an advertising contract. Konica UK. Tel: 081-547 1566.

#### **New flask**

Aladdin Industries have added the Adventurer flask to their range. It has a one litre capacity and brushed stainless steel finish. With a trade price of £12.50 it will retail at £25.95. Aladdin Industries Ltd. Tel: 0442.

#### **Ponds gets** £1m TV support

A £1 million television campaign starting July 1 is to support the newly launched aloe vera variant of Ponds body lotion. And commencing mid-June, a million sachets will be cover-mounted on high circulation women's magazines.

The new variant, launched at the beginning of the month, forms part of a relaunch programme, say Elida Gibbs. Pond's existing body lotions are to be repackaged in line with the new product, and there have been changes in the pack sizes (see C&D Price List).

Elida Gibbs are currently running a trade offer, only to independent retailers, during June and July, offering special prices from wholesalers and also Marks & Spencer vouchers. Elida Gibbs.Tel: 071-486 1200.

#### Exposure for Elancyl

Pierre Fabre are supporting their Elancyl range with a new Press advertising campaign.

Aimed at 25-44 year old women, the new advertisements will feature in magazines such as Cosmopolitan, Marie Claire, She and Elle as well as the Sunday Times magazine. Pierre Fabre Ltd. Tel: 0865 742525.

#### **Garnier campaign hots** up for the Summer



Garnier are supporting independent pharmacies with a Synergie price promotion and free gift. Synergie Gentle Cleansing

Milk, Gentle Fresh Tonic and Aqua Cleansing Wash will all be sold at £2.69 (normally £3.19). A gift of a transparent make-up bag containing head band and trial sizes of Aqua Cleansing Wash and Gentle Cleansing Mask comes free with a purchase of any full size product in the range

A commercial for Synergie Bio-Contour eye gel will run for the next five weeks. New adverts for Synergie Aqua Cleansing Wash, with a total of 2 million sachet samples, will appear in June issues of women's magazines.

Garnier's Ambre Solaire will be supported by a £1.1 million television campaign, running until the end of July. It will focus on the high protection range and the . Multi-Protective formula

incorporated this year into the range.

Press adverts for the Ambre Solaire High Protection range and the new Instant Relief After Sun, will appear in the June and July issues of women's magazines and advertising for the whole range will be featured in Company and Elle magazines.

Laboratoires Garnier. Tel: 071-937 5454.

#### **Carnation** promotion

Carnation have launched a three month promotion to pharmacists. A shelf barker printed in red and green will come free in every pack of corn and verruca treatments. The barkers can be used individually or together. Cuxson Gerrard & Co (Dressings) Ltd. Tel: 021 544 7117.

#### **Unichem launch** consumer title

Unichem are launching a consumer magazine, Healthy Times, which will be available free to customers in some 5,000 independent pharmacies.

The 24-page colour magazine will initially be published three times a year Spring, Summer and Autumn, with a guaranteed circulation of 800,000. It will focus on health and beauty topics, with features on subjects such as oral hygiene, slimming and hair care, written by consumer journalists, doctors and other healthcare professionals. Also included

will be competitions, reader offers and coupons.

Copies will go to all Unichem pharmacists and other independents who use their services. Each pharmacist will receive 100 copies in a counter unit.

Healthy Times is all about highlighting the vital role played by the independent pharmacy in the local community", says Unichem's deputy marketing director Tony Foreman. "It will be a vehicle to encourage people to visit their local pharmacy. Unichem. Tel: 081-391



### IN THE BABY DRINKS MARKET











### THERE'S ONLY ONE BRAND LEADER\*







## AND ONLY ONE BRAND IS IN ALL THREE SECTORS









### O IT'S OBVIOUS WHICH ONE TO STOCK.

In the fast-growing baby drinks market, one rand stands head-and-shoulders above the rest.

Robinsons.

And with record levels of promotional activity anned, that's the way we intend to stay.



THE TASTE OF SUCCESS

## Babyfoods boom despite recession

Babyfoods grew more than any other baby product sector last year, increasing by 16 per cent in value to £274 million, according to a new report.

Baby drinks were the most buoyant, increasing 27 per cent to £28m, while milks grew 20 per cent to reach £112m and meals rose 18 per cent to £119m. Rusks grew 9 per cent in value to £15m but remained static in volume.

The report, "The baby products market", was produced by Retailing World in association with the Institute of Grocery Distribution and H.J. Heinz Co Ltd. Heinz product group manager Roger Hobbs believes this possibly makes it less partisan than other baby market reports compiled by a single manufacturer.

The report coins the phrase cash wealthy but time poor to describe a significant group of mothers who are looking for products which offer convenience as well as variety and value for money. But Mr Hobbs points out that in the current recession many mothers, while pushed for time, are far from cash rich — hence the strong performance of value-for-money canned babyfoods which now account for 30 per cent of sales.

Grocers continue to tighten their grip on the total babyfoods market and claimed a 39 per cent value share last year, up from 37 per cent the previous year and taking sales from Boots who had 20 per cent compared with 21.5 per cent in 1990. Other pharmacies maintained 23 per cent, the same as the previous year.

Grocers account for 57 per cent of volume and 55 per cent of value in meals, reflecting the importance of one-stop shopping and late hours, while pharmacies are strong in milks. The split between wet and dry meals in volume terms is 85:15 and the report's long term prognosis is that dry foods will find further growth difficult to achieve.

The disposable nappy market grew by 8 per cent in value to £411m and 5 per cent in volume, with premium products accounting for 55 per cent of the volume, own label 33 per cent and economy 12 per cent. Grocers claimed 59 per cent of the market value, pharmacies 28 per cent and

drug stores 13 per cent, although these figures exclude Boots.

Baby toiletries increased 13 per cent to reach £167m. Baby wipes, at £39.5m, was the largest sector and the fastest growing at 33 per cent up on last year and 350 per cent up on 1985. Skincare was worth £38m and grew 11 per cent, while bath additives grew 24 per cent to £26m.

Most toiletries went

through multiple grocers (38 per cent in volume), followed by Boots (33 per cent). Pharmacies claim total dominance in only one toiletry line — nappy rash creams. But with the improvements in nappies and the frequency of changing them, nappy rash creams may find further growth difficult to achieve, the report warns. HJ Heinz Co Ltd. Tel: 081-848 2386.



Babatat have introduced a safety pin substitute for use with terry nappies. Nappy Snaps (£1.99 for box of two) are t-shaped plastic devices with three clasps to hold the nappy in place. Nappy Snaps are available through wholesalers Paul Murray plc, Fernan Sundries of Stirling and KSM in Northern Ireland. Babatat UK Ltd. Tel: 091 2819302.

### On TV Next Week

GTV Grampian B Border BSB British Sky C Central CTV Channel Islands

LWT London Weekend

C4 Channel 4 U Ulster G Granada A Anglia TSW South West TTV Thames Television TV-am Breakfast Television STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees

| Aquafresh Flex:             | All areas                                    |
|-----------------------------|--|
| Aquafresh toothpaste:       | All areas                                    |
| Ambre Solaire:              | All areas                                    |
| Asilone:                    | All areas                                    |
| Bodyform Plus All areas     | except G, C, CTV, C4 & TVam                  |
| Dove soap:                  | All areas                                    |
| Grafic:                     | All areas                                    |
| Impulse Bodyspray           | All areas except C4                          |
| Le Condom:                  | All areas                                    |
| Lux bath foam & shower gel: | All areas                                    |
| Lux Facial Wash:            | All areas                                    |
| Macleans toothpaste:        | All areas                                    |
| Migraleve:                  | All areas                                    |
| Nurofen:                    | All areas                                    |
| Panadol Extra: All are      | eas except GTV, U, CTV, TSW,<br>TVS, LWT, C4 |
| Peaudouce Step by Step Napp |  |
| Remegel: All                | areas except LWT, C4, TV-am                  |
| Slim-Fast:                  | All areas                                    |
| Synergie:                   | All areas                                    |
| Wella Balsam & Conditioner  | •      |
| Wella Wash & Care 3 in 1:   | All areas except CTV & TVam                  |
| Wrigley's Extra & Orbit:    | G, A, HTV, TSW, TVS & LWT                    |
|                             |  |

## Numark extend haircare with new gels

Numark are extending their own label range of haircare products with the addition of styling gel.

Packed in 250g tubs (£0.69) the gel comes in three variants — normal hold, firm hold and wet look.

The line is aimed at the youth market.

The new gel will be available in composite packs containing four units of each of the three variants. Numark. Tel: 0827 69269.

## Swimmer endorses Nair ads

Carter-Wallace are to spend £200,000 on an advertising and promotional campaign for their Nair range.

The campaign, running from May to September in teenage and womens' magazines, will be endorsed by Kerry Shacklock, UK synchronised swimmer.

Additional support will include promotional activity such as on-pack offers and point of sale material, including window displays, shelf edge strips and information leaflets. Carter Wallace Ltd. Tel: 0303 850661.

#### New display unit from Estchem

Estchem Wholesale Supplies have introduced a new display unit for their Dawn Hair Fashion range of hair decorations and accessories.

The new rotary display unit with two separately revolving tiers comes free with stock (£418 trade) and is regularly merchandised and up-dated. A wall or free standing unit is also available to retailers.

Estchem Wholesale
Supplies. Tel: 061 428

#### No more tears suncare

Johnson & Johnson are relaunching their two Baby Suncare products with an improved and safer formulation.

The products, comprising SPF15 lotion and cream, now have a "No More Tears" formulation, ensuring babies will not be

irritated if the product comes into contact with their eyes, says the company.

The new formulation contains sunscreens that work by reflecting rather than absorbing sun rays, say Johnson & Johnson. Tel: 0628 822222.



Crookes are offering consumers a nursery rhyme cassette in support of Farley's Junior Milk. Consumers are invited to send off for the free cassette with one proof of purchase from Farley's Junior Milk. Promotional tins will highlight the offer. Crookes Healthcare. Tel: 0602 507431.



Market tested. Proven quality, proven demand. Smart design. Competitively priced. Popular tortoiseshell, plus opalescent blue, pink and ivory colours.

> A superior, quality range of personal care accessories. And there's MORE!

Made in the UK by Laughtons, we've produced new displays and

a new merchandising programme to

make sales of Solo soar. We also guarantee a quality of service that's second-to-none.

No wonder the smart money's on Solo. Ring Diane Ticer on 021-436 6633 and stock up now.



SOLO TUMBLERS. Robust and practical.\*



SOLO SOAP CONTAINER. Stylish and functional. A smart holiday companion.

SOLO DENTURE BATH. A versatile, multipurpose container.\*



SOLO NAIL BRUSH. Classic design, handy and hardwearing.

SOLO TOOTHBRUSH HOLDER. Sturdy, easy-clean, great for weekending.

SOLO MIRROR.

Smart, bandy and versatile. It bangs and stands - ideal for home or travel.



available in opalescent blue,



PERSONAL CARE ACCESSORIES

Laughton & Sons Limited, Birmingham, England





## WITHOUT THE NAME

It's not surprising that Efamol's name is synonymous with Evening Primrose Oil, since it was Efamol who first pioneerec the evening primrose oil market over a decade ago.

Although there's competition now, Efamol still leads the field. In more ways than one.

Virtually all the published clinical evidence that exists is se out in over 500 medical publications describing scientific trials carried out only with Efamol. So the claims made by most of the competition are based on work done in our name, not their's.

Out of the 30 Medical Schools, 26 have been included in research using Efamol Evening Primrose Oil.

In fact, independent research shows that Efamol is the brand most frequently recommended by doctors, pharmacists and nutritionists.

But it's not only the experts who choose Efamol by name. It's always been the brand favoured by more consumers than any other.



## T'S JUST NOT THE SAME

And to make sure it stays that way, we've up-dated our packaging so that it is more attractive, has more stand-out and is more informative. In addition to the established 90 capsule packs, we've introduced new 30's which widen consumer choice, making the Efamol name available to those seeking to try evening primrose oil, perhaps for the first time.

Needless to say, the new packaging has been thoroughly researched. So we know it meets consumer requirements.

Because we control all aspects of production from flower, to seed, to oil, we're able to stamp every capsule with the Efamol symbol & as our Guarantee of Quality, so that others can't take our name in vain.

Then there's the new Efamol Evening Primrose Oil Information Service. It's there to give you (and consumers) the facts...and probably do a little name dropping, too.

FOR FURTHER INFORMATION RING THE EFAMOL EVENING PRIMROSE OIL INFORMATION SERVICE ON 0737 773304.

Distributed for Efamol Ltd., by Britannia Health Products Ltd., Forum House, 41-51 Brighton Road, Redhill, Surrey RH1 6YS.



















## Robinsons swap baby drinks flavour

Robinsons are introducing a new apricot and fennel variety into their range of granulated infant drinks.

The new flavour will replace the apple and mint variety. Tests showed that mothers preferred the fruit and herb combination.
The granulated sector is

The granulated sector is the fastest growing part of the total baby drinks market where Robinsons claim a 29 per cent sterling share. Colmans of Norwich. Tel: 0603 660166.



#### Lifeplan's Daily One

Lifeplan Products have launched a range of six products called Daily One designed to appeal to new supplement users.

Daily One comprises: Chewable Calcium 500mg (30 £1.79); Vitamin B6 time release 25mg (30 £1.39); Vitamin B Complex prolonged release (30 £1.49); Kelp & Alfalfa Plus (30 £1.29); Multivitamins & Iron (45 £1.45), and Vitamin C prolonged release 500mg

The company says that the products meet RDA levels and are free from allergens, artificial preservatives, colours and flavours and are suitable for vegetarians.

Daily One is being supported with a merchandising dispenser, shelf strip and window stickers. Lifeplan Products Ltd. Tel: 0455 556281.

#### Lucozade Olympic bound

A six day national television advertising campaign breaks next week, inviting consumers to scan the national Press on May 22 for a coupon to enter the Lucozade Olympics free prize draw. Five couples will win a trip to Barcelona.

No proof of purchase is needed to enter the competition which closes on June 30, but participating consumers will benefit from a "buy one get one free" coupon found alongside the competition entry form.

Smithkline Beecham

Drinks UK. Tel: 081-560
5151.

## Berries incentive

Seven Seas are running a Spring promotion for independent retailers on their Berries range.

Consumers will be offered a free tub of Berries with every two purchases made from the range. The promotion will be supported by shelf wobblers and showcards. Seven Seas Ltd. Tel: 0482 75234.

## AAH offer money off holiday medical packs

AAH Pharmaceuticals are running two offers on holiday travel medical packs.

Homeway's sterile medical injection kit pack is being offered at 1991 prices. The kit contains syringes, needles, swabs, stitching silk, closure strips, Melolin dressings and protective gloves.

A 15 per cent discount introductory offer is available on the Medical

Pack, Protectapack and twin pack variants of Sterikit from Dixon Community Care.

The Sterikit pack contains all the items that may be needed in event of a medical emergency, and is approved by the Department of Health and the NPA.

The offer is open until the end of May. AAH
Pharmaceuticals Ltd. Tel: 0928 717070.



H.J. Heinz are repackaging their tinned babymeals in white cans with a plasticised coating to give a more contemporary and hygienic appearance. The new polymer laminate is expected to have more impact on shelf and complements the easier-to-open ring-pull ends introduced last year. Stocks are now being shipped to the trade and will be phased in over the next two months, although some varieties are unlikely to change until the Autumn. H.J. Heinz Ltd. Tel: 081-848 2386



You've already seen the success of lanleve. Now there's lauleve Sports Gel. A rapidly-absorbed fragrance-free gel with the power of ibun becally developed to relieve pain and reduce inflammation from sports injuries. A pain reliever with this sort of muscle is bound to be a ni

A size cure you're ant left behind. Heavyweight national press campaign starts April When it comes to joiliny time, there's no substi-

#### Brown is still beautiful says tanning report

A good tan no longer equals wealth, but despite huge publicity, it still seems to be equated with health.

According to "The Tanning Report" carried out by Zyma Healthcare for Piz Buin, 63 per cent of women have no health worries when it comes to sunbathing. This attitude, it says, cuts across all age groups and is particularly apparent in the North and North West.

Of those who do think about the risks, 26 per cent are most concerned about skin cancer and are in general aged 35-44, and class AB. Only 24 per cent of women are worried about the risk of ageing.

Although Britons are generally regarded by other races as pale, 43 per cent of women questioned said they had normal skin which tanned fairly easily. Only 25 per cent described their skin as "fair, burns easily, tans only slightly".

A worrying 34 per cent of respondents said they never used sunpreps. The most diligent users are the 16-24 age group. The majority of consumers (65 per cent) still do not understand SPFs and 42 per cent of respondents use SPFs of 6 and below.

Although a tan is still highly desirable, the dark, leathery tan fashionable in the '70s and early '80s is now seen as "downmarket". A golden, more "natural" looking tan is in vogue. But pale, it seems, is still not beautiful. "You can't imagine a tan ever going out of fashion," says one respondent.

The importance of a tan varies according to where you live, says the report. The keenest to tan are the Scots — 29 per cent rate lying on a beach in the sun as the main purpose of a holiday. This is followed by 28 per cent in the North, 27 per cent in Yorkshire and Humberside, but only 19 per cent in the South East.

It is still a "must" to return from a holiday looking tanned, says the report, as this is looked upon as an indication of whether the holiday was successful or not. The reason, it states, is "because a tan is a tangible symbol of pleasure".

Most people still take their annual holiday in the Summer months — in 1991 73 per cent of sunpreps sales were made between May and August. Zyma Healthcare. Tel: 0306 742800.



Wellcome have given a new look to their Actifed and Sudafed ranges for the 1992-93 cough and cold season. The new look for Actifed compliments the junior version launched last year. The new image will feature in advertising and point of sale materialcoming later in the year. The new Sudafed image (above) will also feature in next Winter's advertising. The Wellcome Foundation Ltd. Tel: 0270 583151

## Konica TV campaign is back

Konica's award-winning film commercial returns to television screens for the next 13 weeks.

Advertising for Konica's range of cameras, concentrating on the award-winning Aiborg in the specialist photographic Press will also be increased until the end of December. Konica (UK). Tel: 081-751 6121.

#### Seven Seas oils

Seven Seas' Oils from the Sea supplement, previously only distributed through Boots, will now be available to independent pharmacies. Each one-a-day capsule contains vitamins A, D and E, pure fish oil and kelp (30, £3.99).

Seven Seas are investing £6.7 million on advertising and promotion for their brands this year. Seven Seas Health Care Ltd. Tel: 0482 75234.

#### Nasaleze for barrier protection

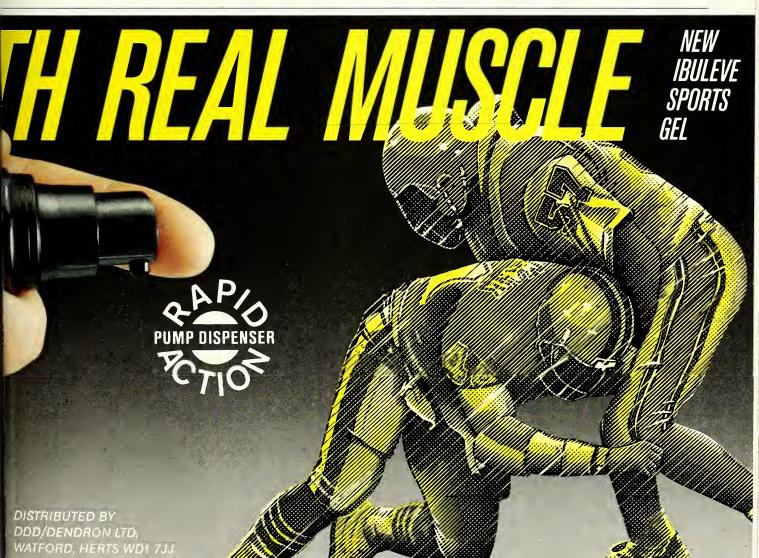
Brewhurst are marketing Nasaleze, which is claimed to protect the nasal passages and sinuses from fine airborne particles, and provide relief from hayfever and other allergic reactions.

Nasaleze is an inert cellulose powder packed in a puffer bottle dispenser (rsp £4.95, 12 x 1.5g £33.72 trade).

Squeezing the powder into each nostril distributes the powder in the upper nasal passages where it takes up moisture and produces a gel-like coating lining the nasal cavity. This is claimed to remain effective for up to 24 hours. Distributors Brewhurst Health Food Supplies. Tel: 0932 354211.

#### **Haar Sana**

Haar Sana have added Bio-Douce conditioner to their haircare range. Launched at Helfex, the conditioner (£3.95 100ml) contains aloe vera and is suitable for everyday use. Distributors Kintetic Enterprises Ltd. Tel: 071-435 5911.



## Scriptspecials

## **Traxam foam** complements gel

Lederle laboratories have launched Traxam foam to complement the existing gel formulation.

Traxam foam is a patented, white "quick break" type foam containing 3.17 per cent of the nonanti-inflammatory, steroidal felbinac. Like the gel, the foam is indicated for relief of symptoms associated with soft tissue injury such as sprains, strains and contusions.

Traxam foam destabilises and liquefies when activated by body heat, leaving a solution of felbinac which can then be applied to the affected area. The liquid is said to be cosmetically acceptable; it is completely absorbed without stickiness or smell. Advantages of the foam over the gel are that it spreads more easily and is suitable for use on painful joints and hairy skin.

About 1g of foam (4cm diameter) should be dispensed onto the hand and rubbed lightly into the affected area two to four times a day. As for Traxam gel, the total daily dose should not exceed 25g foam irrespective of the number of affected areas.

Warnings, contraindications and side effects are as for Traxam gel; see Data Sheet.

Traxam foam is a Pharmacy Only Medicine (100g, £9.78 trade). The propellant used is 5 per cent butane 40, a non-chlorofluorocarbon. The pressurised container should be protected from sunlight and not exposed to temperatures above 50°C. It should not be refrigerated, used near an ignition source, or pierced or burnt, even when empty. Lederle. Tel: 0329 224000.



#### **Diamox SR** for 24 hour control of glaucoma

Storz Ophthalmics are launching Diamox SR on May 18, a sustained release capsule of acetazolamide which enables glaucoma sufferers to receive a once daily treatment.

Diamox SR contains 250mg acetazolamide and is indicated only for glaucoma. The company says it offers an improved release mechanism and bioavailability to Diamox Sustets (500mg acetazolamide), which will be (500mg discontinued in six months.

Diamox SR capsules contain micro-pellets of acetazolamide surrounded with semi-permeable membranes. Therapeutic levels are maintained over 24 hours from a single daily dose, so avoiding peaks and troughs. The lower dose (compared to Sustets) further

Continued on p836



CIBAVision Ophthalmics - Dispersa (United Kingdom) Limited, Park West, Flanders Road, Hedge End, Southampton, SO3 3LG Detailed information will be sent on request Ophthalmics

**CIBAVision**®



As brand leader in herbal baby drinks, Milupa stands head and shoulders above the competition.

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now appeals to taste buds of all ages.



varieties for the older baby.
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tising campaign hasn't already emptied them.

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Naturally refreshing drinks for your baby.

ee your representative or ring our Sales Department on 081-573 9966. Milupa Ltd, Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE.

#### Continued from p834

reduces the potential for unwanted side effects, says the company.

Diamox SR is a two-tone orange capsule containing orange film-coated pellets. Dosage for adults is one or two 250mg capsules a day, swallowed whole. Diamox SR is not intended for administration to children.

Contraindications, side-effects and warnings are as for other presentations of Diamox; see Data Sheet.

Diamox SR is a Prescription Only Medicine. The 28 day compliance pack will be the only presentation available to community pharmacists (28, £10.77) Hospitals will also be able to obtain packs of 100 (£32.34) and 500 (£155.95, all prices trade). Storz Ophthalmics is the ophthalmic division of Lederle. Tel: 0329 224000.

## Li-Liquid with a higher strength of lithium

RP Drugs have launched Li-Liquid, a lithium citrate syrup available in two strengths, 5.4mmol and 10.8mmol lithium ion per 5ml, equivalent to 509mg or 1,018mg lithium citrate tetrahydrate/5ml respectively.

Li-Liquid is said to offer dosing flexibility; the higher strength is the first of its kind. The company says its research has shown that the most commonly prescribed lithium carbonate tablet is the 400mg strength, equivalent to 10.8mmol lithium ion or 5ml of the higher strength Li-Liquid. Lithium carbonate 200mg is equivalent to 5.4mmol lithium ion or 5ml of the lower strength Li-Liquid.

Like other lithium preparations,

Li-Liquid is indicated for the treatment of mania and hypomania; prophylactic treatment of recurrent affective disorders; control of aggressive or self-mutilating behaviour, and the treatment of patients with recurrent bipolar depression where alternative antidepressants have been ineffective.

Dosage and administration, warnings side effects and contraindications are complex and are as for other preparations containing lithium: see Data Sheet. When changing between lithium preparations, serum lithium levels should first be checked, then LiLiquid therapy started at a daily dose as close as possible to that of the previous form of lithium.

Both strengths of Li-Liquid are clear, sugar-free liquids with the odour of cherry. The lower strength is yellow while the higher is orange coloured. Dilution is not recommended, but if required Li-Liquid may be diluted up to 50 per cent v/v with Syrup BP, Sorbitol Solution 70 per cent, or sterile purified water. Diluted solutions have a shelf life of 14 days. Open bottles should be discarded after six months.

Li-Liquid is a Prescription Only Medicines, (5.4mmol/5ml, 100ml, £4.50; 10,8mmol/5ml, 100ml, £9.00, both prices trade). RP Drugs Ltd. Tel: 0532 441400.

#### Losec extends

Astra Pharmaceuticals say that data is now available to show that Losec capsules can be used within three months of opening — an extension on the existing requirement to use within one month. The company add that special reporting of adverse events is no longer required for Losec. The Data Sheet has been amended accordingly. Astra Pharmaceuticals Ltd. Tel: 0923 266191.

#### A name for Elantan

Elantan LA 50 will now be marked with Elantan LA50 on the capsules, and the first market batch to be distributed is batch number 0010bd. The new lower strength, Elantan LA25, is marked LA25. Schwarz Pharma. Tel: 0494 772071.

#### Geangin from Cusi

Cusi have introduced Geangin tablets, a range of three strengths of verapamil hydrochloride. All strengths are yellow, convex, film-coated tablets. The 40mg strength is imprinted EF1/GEA on one side, the 80mg strength, EH8/GEA. Trade prices for 100 tablets are 40mg £3.71; 80mg £7.09; 120mg £11.94. Cusi (UK) Ltd. Tel: 0428 61078.

#### **Zero discount**

Water for injection 100ml and magnesium sulphate injection 50 per cent have been added to Part 11 of the Zero Discount list in this month's Drug Tariff

#### **Medical Matters**

#### Pregnant — and still smoking

About a third of women continue to smoke during pregnancy, despite known risks to the baby's well-being. Advice to cut down may only reduce their impetus to give up, concludes research in *Midwifery*.

The authors (*Nursing Times*.) say advice to cut down implies it will stop potential threats to the baby. And they found that although health professionals ask women whether they smoke during

pregnancy, they were not offered any explanation as to why they should stop or cut down.

The authors suggest health professionals should address the reasons why women smoke and combine sensitive advice and support in a realistic manner.

Pregnant smokers fell into two groups: those who believed they might be harming their baby and those who did not think they were.

# WITH OUR DOMINANT SHARE OF THE MARKET, YOU'LL PARDON KALMS FOR GETTING EXCITED.

And if we're pleased, you should be positively delighted.

Because, with increased sales for us, go increased profits for you.

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Which is why we've launched our

biggest-ever advertising campaign in the national press.

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After all, wouldn't you like to see your bank manager get a little excited too?



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# Actifed NEW FOR WINTER'92

Actifed

Actifed



Contact your Wellcome representative for details of

- Exciting NEW Packaging
- Winter TV Advertising
- Winter Promotional Terms

Actifed controls Winter coughs - and so helps rest and recuperation.



A Pharmacy Day was held by the Pharmaceutical Society of Northern Ireland on Sunday, May 10. The Society brought together a number of speakers to discuss the way forward for community pharmacy. Participants also had the opportunity to visit an exhibition of shop-fittings, a monitored dosage system and EPoS systems

## Pharmacy: Which way to health?

Pharmacy must embrace the future or run the risk of becoming redundant, warned Robin Holliday, president of the Pharmaceutical Society of Northern Ireland, when he welcomed participants to the Pharmacy Ďay at the Society's

House.
''The future we have for so long been looking forward to is now here and today is a celebration of what has been achieved, what must be achieved and what can be achieved by our profession." He went on to suggest that the only prescription for a healthy future was for every pharmacist to work diligently at improving professional standards.

#### Which? does not have a vendetta

Mr David Dickinson, Editor Which? Way to Health, reassured the audience that his association did not have a vendetta against pharmacy but it did have a duty to its members to undertake assessments of all services, including pharmaceutical services. Reviewing the performance of

pharmacists in the recent Which? survey, he said that many pharmacists were not questioning patients about their self-diagnoses, and if pharmacists wished to be seen as professionals they would need to improve in this area. The patient's self-diagnosis was often unsatisfactory.

After publication of Which? a number of reports emanating from the profession suggested a high public satisfaction with pharmacy services. These reports simply missed the point since clients leaving the pharmacy with smiles on their faces was not enough. The pharmacist was a professional with a duty of care to the patient, a duty of care that obliged the pharmacist to fulfil certain minimum standards. Sadly in many pharmacies these standards were not being met.

He promised that the Consumers' Association would continue to test pharmacy services – that was their mission. However he viewed the exercise as a constructive endeavour and he proposed that the professional guidelines laid down by the Royal Pharmaceutical Society should



The speakers enjoy a joke before the meeting. From left to right: Roger Odd, David Dickinson, Adrian Korsner, and Jeremy Clitherow

## RESTLESS SLEEP?

HEATH & HEATHER

QUIET NIGHT Tablets

A traditional herbal remedy to soothe and so aid restful sleep

90 TABLETS

HERB SPECIALISTS



by Healthcrafts Limited

be made simpler so that they could be followed in practice.

#### Care for the future

Roger Odd, Practice Division, Royal Pharmaceutical Society, identified the recently published Pharmaceutical Care report as fundamental to the development of pharmaceutical services in the whole of the UK, not only England and Wales.

In discussing its recommendations he suggested that the core services, such as dispensing and responding to symptoms, will be provided in all pharmacies and that these will be improved. He welcomed the recommendation that pharmacists would be allowed to dispense repeat prescriptions for certain patients within agreed guidelines as they do in Australia and New Zealand.He felt this would greatly improve the liaison between the doctor and the pharmacist, limit the number of days supply to 28, and do away with the disgraceful 12 month prescription.

Only certain pharmacies will take on the more specialist services recommended in the report, such as therapeutic drug monitoring and cholesterol testing. He saw no dangers in the existence of a two-tiered pharmaceutical service. Every pharmacy was different, responding to local needs and that he felt was one of the strengths of pharmacy.

He expressed disappointment that only 55 per cent of pharmacies were displaying the health education leaflets distributed by the Pharmacy Healthcare Scheme.

#### Seize opportunities

Adrian Korsner, community pharmacist and adviser to Barnet FHSA, outlined the developments which lead to the **Barnet Health Promotion** Scheme.

The Scheme originated, he said, from a concern by the chief medical officer in Barnet that pharmacists would be providing cholesterol testing services of poor quality. There was an agreement that an accreditation scheme should be introduced so that pharmacists could be provided with the skills to advise the public on all aspects of

By identifying the need for this local initiative the pharmacists in Barnet were able to get recognition for the work they were doing. No monies were available locally for pharmaceutical services but

their persistence paid off.

Monies were made available and the scheme came into operation last year. It is now a model for pharmacy health promotion in the UK. Initially 14 pharmacies agreed to take part. The FHSA has now provided funding for 50 more pharmacies to go through the training programme.

#### If you fail to plan?

Jeremy Clitherow, community pharmacist, Liverpool, said that if we are going to realise the recommendations of Pharmaceutical Care report pharmacists must be much more pro-active in their dealing with the local, regional and national health authorities.

Outlining the initiatives, such as a smoking cessation, mental health and needle exchange, which have been implemented in the Liverpool areas, he said his LPC has developed a strategy to get things done and it involves a number of elements; team-work, planning, liaison and communication. The local LPCs worked well together and were pro-active rather than reactive. They work hard and are always keen to have representation on whatever committees they can.

He recommended that pharmacists must explore the options opened to them by reading all the health strategy reports. These documents usually contain the objectives of the health authorities and will identify the challenges and opportunities for the profession within healthcare. If pharmacists thought that they could make a contribution towards helping the health authorities achieve their objectives they should then develop a new service and, after piloting, it should be offered to the health authority at a price.

The service must precede the payment. "We can't afford to sit around and expect the health authorities to approach us with money and ask us to provide a service," he warned.

#### The exhibition

During the day there were opportunities to visit the exhibition. The exhibition featured EPoS systems from Numark, Hadley Hutt Computing, McLernon's, John Richardson Computers and AAH Pharmaceuticals. Shop-fitting concepts were presented by Numark and AAH Pharmaceuticals and SurgiChem exhibited their Nomad unit dosage dispensing unit.

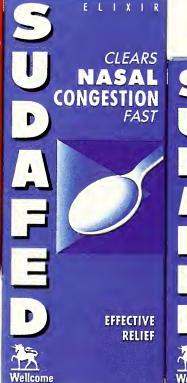
## NEW PACKAGING



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FROM YOUR WELLCOME REPRESENTATIVE.



# Our Ready-To-Feed up its sleeve



The boxes have gone and in their place are bright, new, colour-coded sleeves.

Nutrilon Premium, in green, and Nutrilon Plus, in blue, make a colourful display that's guaranteed to attract parents in droves this Summer.

Cow & Gate Ready-To-Feed babymilks are more 'ready' than any others. So don't get caught out – get stocks in.

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Just attach sterile teat unit (Bottles compatible with most makes of teat units)

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The £750,000 campaign starts June 1st with 30 sec and 10 sec commercials starring Nick Faldo.

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## NPA challenges new Code of Ethics on advertising

One of the clauses in the final draft of the Royal Pharmaceutical Society's new Code of Ethics is being questioned by the National Pharmaceutical Association.

The NPA is largely satisfied with the new Code but is puzzled at the retention of the guidance rule governing publicity in directories. This forbids display or semi-display entries but permits "bold or

superbold type".

The point was raised by the NPA when the first draft of the Code was published last October. The restriction was felt to be illogical given the more liberal attitude adopted towards other aspects of publicity. Meeting at the end of last month, the NPA Board felt it was important enough to raise again with the Society, if necessary at the annual meeting on Thursday.

Pharmacies hit by theft... The number of thefts from pharmacies has increased by 60 per cent in the last two years, with the average cost of claims up 28 per cent.

Comparing the first quarter of 1992 with the same period last year, John Hart, manager of the Pharmacy Mutual Insurance Co, says the number of claims settled has risen by 25 per cent. The value of the claims was up 61 per cent, with the average cost per claim increasing by 29 per cent.

Detecting forged notes NPA members will shortly be offered a machine that can alert them to forged currency, as well as fake credit cards and cheques. The Descan detector is an ultraviolet unit which helps spot forged notes (the genuine article fluoresces under UV light). A free UV pen is to be included with the unit to encourage members to mark their postcodes on items in the shop which are susceptible to theft.

Generic differences Industry and regulatory bodies have acknowledged calls from the NPA for the introduction of a uniform system for marking generics. The

British Generic Manufacturers Association has said its members are likely to continue with their current practices, but that uniformity of product markings was likely to occur as suppliers phase in original packs. The NPA Board felt the problem has not been adequately addressed, and the BGMA is to be urged to do everything possible to harmonise the colouring of generics in order to minimise patient confusion.

Bank charges Following complaints about the Midland Bank's intention to impose a £15 minimum monthly charge on credit/debit card transactions (the Bank has since dropped the proposed charge entirely) the NPA is preparing advice for members on the current state of the payment card market.

"No" to mobility insurance Pharmacists who wish to be insured against the possibility of losing the ability to drive through ill-health, injury or disqualification should arrange such insurance themselves, the Board has decided. Mobility insurance was not felt to be an appropriate NPA benefit.

CDA claims Pharmacists must inform the Chemists' Defence Association promptly of any incident likely to give rise to a claim. The warning comes after a member applied for help two and a half years after an incident occurred. While the CDA has now taken over the case, the pharmacist has been made liable for any earlier costs.

Script exemptions The NPA has rejected any suggestion that pharmacists should scrutinise patients' exemption certificates to check the validity of declarations. A London FHSA has written to its pharmacy contractors urging them to do this.

Leaflet stands More FHSAs have responded positively to the NPA's circular urging them to supply community pharmacists with floor standing leaflet dispensers. Dudley and West Glamorgan have ordered rotating display stands to supply to local community pharmacists.

Stockport and Manchester have supplied locally made stands, and Gloucester and Wolverhampton are about to make stands available to their contractors.

Stationery A window notice for pharmacists to inform the public they supply stoma appliances may shortly be available to members, subject to the decision of the NPA's Business Services Committee later this month.

NPA owing pads will soon be made available to members.

NPA go to Harrogate All NPA departments are to be represented

at the AAH trade show at Ripley Castle, Harrogate, on June 14. Exhibiting alongside the Association will be 20 of its leading suppliers.

Pharmacy only The Board was interested to hear of a recent European Court decision that appeared to cast doubt on Vichy's pharmacy only distribution policy. Vichy's French parent company are reportedly unlikely to challenge the ruling, but were considering the introduction of a policy under which any retailer wishing to stock Vichy products would have to employ a pharmacist. This will probably deter most non-pharmacy retailers who would not wish to incur expense.



Ms H. Fletcher (centre), assistant at the Broadway Pharmacy in Preston, was the winner of the recent Aspro window display competition. She is pictured receiving a cheque for £1,000 from Alex John (left) and Brendon O'Keefe (right) of Roche Nicholas Consumer Healthcare

## With 45% of the hair removal market...

When Peter Dodd joined Unichem in 1969 he was on the dole. Spells of seven and two years at Spillers and Reuters were followed by a seven-year stint at construction company Richard Crittall, where he acted as assistant secretary of the parent company, and as finance director of some subsidiaries where he was brought in as a trouble-shooter to improve performance.

When Crittalls were taken over in 1969 he was "one of the poppies that was lopped off". Despite the fact that he was already on the short list for the job of finance director designate at the loss-ridden company of Unichem, his redundancy and the drawing of State benefit has made him sensitive to the impact this can have on employees and

their families.

Nonetheless, it has not prevented him from taking the necessary action to improve company performance. In his time with Unichem Mr Dodd says he has never done anything that was not in the interests of Unichem or its members.

When Mr Dodd was brought into Unichem by consultants Deloittes it was in deep trouble. Plans were in hand for conversion to a friendly society, a conversion that Mr Dodd was not able to prevent. He spent a year putting in board reports to the company that were in marked contrast to the then managing director's. Although he had secured another job with Barclays wholesalers Mr Dodd decided he would not let the board "off the hook" before he went.

#### **Push for office**

In what could have been his final report to the board he spelled out that if they did not act quickly the company would go out of existence, or be in danger of trading fraudulently and in that knowledge: the penalties for so doing were fines or imprisonment. Not surprisingly he was given the task of turning the then friendly society around.

The risks of failure were considerable and the prospect of significant financial rewards for success slight, because the usual 20 per cent low-cost share stake was not open to directors in a friendly society. So Mr Dodd managed to negotiate a 2.5 per cent share of any profits made once the "unattainable" level of £100,000 had been reached. Unichem made £120,000 in 1972! (That particular profit share scheme has been much altered downwards over the years. All directors in the new plc have an option to purchase up to 300,000 shares at under £1 in September 1993.

While pharmacists, the industry and the City might not be able to see beyond the man to the company he has led for nearly a quarter of a century, Peter Dodd is quite clear that he is simply the person who has selected a team without equal in pharmaceutical wholesaling and then motivated it to act with devastating effectiveness.

Peter Dodd has made a habit of employing only those he



## Behind the cigar

Love him or loathe him, Peter Dodd is not someone you can ignore. What others may see as an abrasive style, he would simply regard as plain-speaking and straight forward. Not exactly your average chartered secretary, Peter Dodd this week steps down after 21 years as Unichem chief executive. In that time, while his impact on pharmaceutical wholesaling in the UK has been immense, it has been nothing short of phenomenal on Unichem, taking it from a friendly society with a trading loss of £120,000 and with reserves of minus £15,000 in 1971, to a publicly quoted company with trading profits of £21m and reserves of £112m in 1992. John Skelton looks behind the smokescreen provided by the everpresent 8in Cuban cigar

believes are capable of doing the job he wants done. When he inherited the original Unichem team drastic savings needed to be made which required major changes and staff cuts. At the outset he gave each department head the figure required and told them to do the needful during the next two weeks or resign. He then went off on a fortnight's holiday! On his return the job had been done.

#### Taking 'prayers'

But Mr Dodd insistshe is not surrounded by long-serving "yes men". Throughout his term his fellow executive directors have attended "prayers" in his office at the start of each working day. Ideas are propounded, policy is formulated, views are encouraged — silence is taken as assent. Sometimes the talk does not get beyond TV and sex, when a rapid return to desks is the order of the day.

the order of the day.

There is little doubt that
Peter Dodd is the one who has to
be convinced, or otherwise, of
any proposed initiative. But
once a decision is taken no
dissent is brooked when it is laid
before the full board. When, as
a friendly society, the Unichem
board of pharmacists turned
down a proposal, he says they
were right to do so because they
knew their business and their

profession

Peter Dodd respects forthrightness and gut reaction. From his earliest days he has believed in being accessible to his pharmacist members and the Press. In the case of members he has been ever-available to receive plaudits or brickbats at Conventions or at the end of a phone. First of all with the Pharmaceutical trade Press, on whom he admits to cutting his publicity teeth, and latterly with the nationals, he has never hid behind his other executives or company PRs, believing that as chief executive he had to know the answer. If the answer was "for the record" then he stuck by it, if it was "off", then that was where it remained.

Mr Dodd says the Press have never abused his open door policy, and he believes it has brought positive results for the company. When, in 1984, the Government brought in the limited list and lopped 2 per cent off the price of ethicals wholesalers stood to lose out. Unichem threatened to run out of stock of a manufacturer's ethicals ten days before the end of the month if they did not make good the 2 per cent loss. All capitulated, except Glaxo, who bowed after a headline story in the *Sunday Times*: ''Glaxo drugs famine' mysteriously appeared!

From the beginning Unichem became expansionist under Mr Dodd's direction. He realised that small wholesalers were vulnerable and set off on an expansion policy that was diametrically opposed to conventional wholesaling wisdom. With the advantage of a small number of depots at the outset, Unichem sought to expand to national operation by opening the minimum necessary

Chemist & Druggist 16 MAY 1992

for efficiency. Others had expanded through acquisition of small, local wholesalers.

Mr Dodd believed larger depots could serve their larger catchment areas effectively. Unichem's total stockholdings would be smaller and stockturn better than their other national competitors who were operating from a greater number of smaller depots, and they would be able to employ better staff and to use better equipment. Unichem achieved national coverage in 1976 with their current 11 branch total.

#### **Debt to chairman**

Peter Dodd acknowledges his debt to the then chairman and twice president of the Pharmaceutical Society, Tom Reid, who brought ''stability and respectability'' to his own ''callow youthfulness''. Unichem was marketed aggressively and introduced a series of industry firsts. The 1975 WOLF order system meant telephone clerks could accurately interpret what the pharmacist wanted and whether it was in stock via their computer screen. The order was delivered 'with invoice'', so the monthly chore of checking delivery note against invoice was removed.

In 1978 PROSPER hand-held ordering terminals enabled staff to log requirements directly as they moved around the pharmacy, using stock codes for onward transmission to Unichem depots via an "acoustic

coupler" and the telephone. The PRIDE patient record and accounting system came in "ahead of its time" in 1980.

Innovative use of TV and posters to expand membership brought reprimands for board members from the Statutory Committee of the Society which was then taken to the High Court when it tried to link a subsequent consumer advertisement to it, claiming the advertisements drew an invidious distinction between Unichem members and other pharmacists. The Society backed down.

A key factor in Unichem's development was the profit share scheme through which the friendly society redistributed its profits to pharmacist members.

The whole of a pharmacy's turnover was taken into account in determining the percentage discount, which was given off OTC business only. The pressure this placed on competitors caused Macarthy and then every wholesaler, apart from Vestric, to offer discount off ethicals in 1978. Unichem followed suit in the October and Vestric followed in 1979 — Resale Price Maintenance on ethical pharmaceuticals was dead.

#### **Demise of RPM**

Peter Dodd regrets the demise of RPM and resolutely refuses to accept any responsibility for its loss. He acknowledges the advantage that the profit share

Continued overleaf

|      | TURNOVER £M                      | NET PROFIT £m BEFORE DISTRIBUTION | INTEREST & £m REBATE BEFORE TAX | SHARE<br>HOLDERS |
|------|----------------------------------|-----------------------------------|---------------------------------|------------------|
| 1971 | ● Industrial & Provident Society | 0.120                             | NIL                             | 517              |
| 1972 | 9.9 8.4                          | 0.120                             | 0.062                           | 640              |
| 1973 | 14.5                             | 0.250                             | 0.123                           | 1,318            |
| 1974 | 23.6                             | 0.613                             | 0.273                           | 1,544            |
| 1975 | 1975                             | 1.095                             | 0.526                           | 2,030            |
| 1976 | 53.3                             | 2.076                             | 0.907                           | 2,570            |
| 1977 | 72.2                             | 3.289                             | 1.216                           | 2,892            |
| 1978 | 99.4                             | 4.220                             | ***2.197                        | 3,168            |
| 1979 | 1979                             | 8.532                             | 8.220                           | 3,219            |
| 1980 | 168.1                            | 13.564                            | 11.322                          | 3,440            |
| 1981 | 216.8                            | 16.030                            | 14.216                          | 3,699            |
| 1982 | 284.9                            | 22.116                            | 18.560                          | 4,043            |
| 1983 | 1983                             | 26.277                            | 23.236                          | 4,271            |
| 1984 | 370.9                            | 27.057                            | 25.231                          | 4,326            |
| 1985 | 441.1*                           | 32.243                            | 30.013                          | 4,505            |
| 1986 | 492.6                            | 40.177                            | 34.832                          | 4,499            |
| 1987 | 1987                             | 46.195                            | 39.030                          | 3,989            |
| 1988 | 711.1                            | 64.319                            | 52.578                          | 4,274            |
| 1989 | • Conversion to Plc 783.1        | after discounts<br>£m<br>14.5     | Dividend after<br>tax £m<br>0.9 | 4,291            |
| 1990 | 873.3 1991<br>920.1              | 16.4                              | 1.8                             | 4,655            |
| 1991 | 920.1**                          | 21.4                              | 6.1                             | 5,039            |

Limited list + 2% price cut on ethicals

\*\* Glaxo turnover excluded for November and December

\*\*\* Discount included from 1978

## ...Immac will generate...

Continued from p845 scheme gave to Unichem but would have preferred wholesalers to keep the then 14 per cent margin it made on them, rather than first pass some of it on to pharmacists, only for the Exchequer to reclaim it.

He believes that had every pharmacist joined Unichem and its profit share scheme, legally the Department of Health would not have been able to reclaim "discount" as it did when RPM broke down on ethicals. He cites the successful redistribution of £4m through Unibond in 1985 as evidence. On this particular matter Peter Dodd very evidently sees himself as a prophet without honour in his own country!

### Conversion announced

However, having achieved parity with the long-time number one Vestric — latterly AAH - in 1987 Unichem decided to announce their plans to convert first to a limited company, and then to seek a full Stock Market listing in 1990. In the run up to this they announced a share scheme designed to induce existing members to spend more with Unichem and to encourage new members to join. On flotation existing members would get extra shares to add to their 600 in proportion to their spend, as would the new members, who could purchase 400 shares when they joined.

### Share scheme uproar

The scheme provoked an uproar among competitors and some existing members who thought it unfair. To this day Peter Dodd believes that it was "equitable" for members because it rewarded those who supported Unichem fully with an increased number of shares, shares that would have been worth more on flotation because of the increased strength of the company due to new business contributed by old and new members.

Whatever Peter Dodd thought, the Monopolies and Mergers Commission eventually ruled the scheme anticompetitive. It was stopped in May 1989 and share allocations awarded to members to that date were allowed to stand. Both Macarthy and AAH brought EC actions against Unichem under Article 85. claiming that the scheme was in restraint of trade and seeking damages for loss of business. Such activity was counterproductive for Unichem, Peter Dodd admits to the effectiveness of the campaign waged by AAH in particular: "Bill Revell of AAH did as good a job then as anyone could have done.

In the event both Article 85 actions were withdrawn, first by Macarthy at the end of 1989, and then by AAH, at the start of 1990. Mr Dodd remains grateful that they did not cloud the months of actual conversion and

flotation, when they could have undermined City and member confidence in Unichem stocks.

Mr Dodd is less complimentary about the then Macarthy boss Nicholas Ward, on whom he conferred the title Unichem "salesman of the year" after his failed bid for the friendly society. "By effectively putting a price on Unichem shares Mr Ward played into our hands. Our salesman were able to target Macarthy customers for Unichem membership, saying that their 400 entry shares would be worth £10,000 if the bid was successful, and that they could be sold at par if it were not. In the event the bid failed and we hung onto 90 per cent of the Macarthy customers we had gained."



#### "...we hung onto 90 per cent of the Macarthy customers..."

"The rest is history," as Mr Dodd would say. The flotation went ahead and was successful. After the initial shakeout of pharmacist members cashing in shares, the number held by pharmacists edged down, first to 65 to 70 per cent, and then to just above 50 per cent after the recent £37m rights issue. Peter Dodd says the City was impressed that so many pharmacists put their hand in their pockets to invest "real money". The equity pharmacists now hold is the same as when the company was floated.

Peter Dodd is unapologetic of his drive into retailing. He believes it preferable that pharmacies fall into the hands of Unichem rather than AAH or Lloyds. Despite the failed bid for Savory & Moore Unichem now "controls" 157 pharmacies — 127 managed pharmacies run through Moss, and 30 yet to be franchised, with a further 1,250 supported through loan quarantee

Bill Revell apart, Mr Dodd had a strong regard for Arthur Trotman, who was brought in to launch Numark back in the '70s, and Macarthy's former pharmacist managing director, Alan Ritchie, whose ability to "wax eloquent" impressed even the eminently quotable Peter

Mr Dodd readily acknowledges the debt Unichem owes to its other chairmen of recent years, Michael Frith, Norman Sampson, and David Mair, the incumbent at the time of conversion. There is also a real

respect for pharmacists, for their increasing retail ability, and for their professional commitment. "Even before I joined Unichem I knew the pharmacy as the place in the High Street at which you could get sound health advice. The pharmacist is essential to the well-being of the NHS."

### Professional under-estimation

However, he believes that pharmacists still tend to underestimate themselves, and that that under-estimation is compounded by the failure of the Royal Pharmaceutical Society to raise the profile of the profession. "Pharmacy is very fragmented. Pharmacists accept too low a profile. It is up to the Society to raise it."

Mr Dodd believes that until the Society acts the Pharmaceutical Services Negotiating Committee will operate at a disadvantage when trying to secure adequate reward for NHS pharmaceutical services. He says the efforts of the National Pharmaceutical Association and its "Ask your pharmacist" campaigns, though laudable, are not enough in themselves.

Peter Dodd himself has enjoyed being an ambassador for British pharmaceutical wholesaling in his travels. He is fiercely proud of being British and believes that British wholesaling is the best and most efficient in the world.

Not surprisingly Peter Dodd reserves his warmest praise for the unstiniting support of his wife, Eileen, especially in opening up their home to entertain business colleagues. "She is also a great leveller. If I get at all pompous, she pricks that balloon fast."

And what of the future? For the next 18 weeks Peter and Eileen Dodd will travel between 11 islands stopovers in the Caribbean, each pursuing their respective hobbies of scuba diving and sun-worship. Six months from now who knows?

#### What next?

Peter Dodd says he will no longer consider executive office in any company, reckoning to have paid his dues at the company store. In his 21 years as head of Unichem he made and demanded sacrifices of himself and his staff at family level. For him enough is enough. The buck will no longer stop with Peter Dodd but, as a non-executive director with another company some time hence, he might just be persuaded to load and point the gun for some other trouble shooter. We understand the offers are already stacked on the table.

As for Unichem, Peter Dodd says the company is "on the verge of an even greater leap forward". He describes his successor, Jeff Harris, as a "professional taking over from an enthusiastic amateur". Peter Dodd is obviously confident that he is leaving the comany he has helped to build in very safe hands.



**De-sugaring the Pill** 

If you are over 16 and not yet a pensioner you generally pay for your prescription... that is unless it is for an oral contraceptive. It is time to end this anomaly, argues community pharmacist Theo Tynne

NHS prescription for Ms Smith: Amoxycillin caps 250mg. M21.

Prescription dispensed: £3.75 prescription charge paid.

NHS prescription for Ms Jones: Salbutamol inhalers. 2ud. Prescription dispensed: £3.75 prescription charge paid.

NHS prescription for Ms Brown: Microgynon 30. 6 packs. Prescription dispensed. No prescription charge required and none paid.

Day after day in community phármacy wé meet, and take for granted, this classic NHS dispensing anomaly. Patients, unless exempted because of age, certain medical conditions, or financial circumstances, normally pay prescription charges on whatever drugs their doctors consider are needed for the illnesses being treated

the illnesses being treated.
Often they only pay these charges under protest.
"I thought the Health Service was free" or "I already pay contributions and income tax for this", and "I suppose I'll need to take out a second mortgage for this prescription. mortgage for this prescription", are a few of the more common and repeatable responses to our requests for these charges

NHS prescriptions for oral contraceptives — the ubiquitous Pill — are, of course, the great exception to this rule. Taken largely for granted by over two million women in this country, this tablet (never, as we know, a pill) with the ability to modify dramatically a most fundamental series of hormonal



systems, is dispensed completely free of charge.

Pretty good going for a drug which except in a few cases is not even prescribed to treat any strictly medical condition, as are most of the drugs for which patients do pay charges. Overwhelmingly, the reasons for avoiding the pregnancies for which it is taken are social, rather than medical.

#### Clear cut in 1975

In 1975, when the Pill was first allowed freely on NHS prescriptions, the reasons for making it totally free seemed clear cut and necessary. Until then, from its introduction into this country in the early '60s, it could be prescribed on the NHS only where pregnancy could pose a threat to the patient's

In most cases, patients normally obtained private prescriptions for it, often paying their GP for the consultation, and then paying the full price when the pharmacist dispensed it. The feeling was always there that because of its cost, although never exorbitant, many women were denied the protection the Pill offered.

The number of abortions since legislation in the late '60s were increasing yearly. Put the Pill on the NHS, and so give its benefits to women who could not afford

it privately. Then, why not go the whole way — exempt it totally from prescription charges, small though they then were, and then absolutely no woman, however low her income, would be denied it. Unplanned and unwanted pregnancies would become a thing of the past.

Sixteen years later, despite universal sex education, the constant bombardment of sexual information from the

rectal information from the media, the apparent streetwise-ness' of our young people, and now the morning-after" Pill acting as a second line of defence, we still have some 40,000 teenage girls having abortions each year in

this country.

Statisticians may argue that, considering over two million women take the Pill, and through it are in total control of their own reproductive powers, these figures are acceptable, but they certainly make a nonsense of that simplistic 1975 notion that giving out the Pill freely and easily was the

complete answer.
Pharmacists dispense some seven million Pill prescriptions yearly, so perhaps we are entitled to ask now whether the Pill-for-free policy should be reconsidered, if its special status should be removed, and if those patients who do pay charges

should pay the £3.75 for their Pill scripts

The 1975 argument that these charges may deprive some women of the Pill is surely invalid, since schoolgirls under 16, under 19 year old students and women on low incomes would complete the declaration on the back of the FP10 prescription form, and pay no charges in any case. Surely the remainder of women on the Pill would find no great hardship in paying for their three, four, or six monthly supply of a contraceptive which their grandmothers and great grandmothers would have regarded as a medical miracle, science's great gift to women?

After all, that not

inconsiderable group of couples who rely on the condom as their sole method of contraception have been largely buying these themselves as they always did, with never a murmur, never a demand that they should be entitled to the same privilege as the Pill-takers.

#### Is it worth it?

Would the saving to our overstretched NHS by having charges on Pill scripts amount to anything worthwhile. Is it enough to risk the scream of outrage from women if the idea were mooted?

Assuming half of the seven million Pill scripts would be exempt from charges in any case, this could represent a total prescription levy of some £13 million annually. Would it be justified for the NHS to introduce the measure for this amount, and do we pharmacists deserve the extra stress it would provoke for us, in our role as acting unpaid collectors of prescription revenue for the State?

After all, £13 million would merely represent the the odd extra kidney dialysis machine, perhaps a few more incubators for premature or seriously ill babies, and the wards for them, or even a handful of additional hip replacement operations while there is still time for the recipients to enjoy their restored mobility. Hardly worthwhile, is it?

#### ...more turnover.













*Immac* 

## Pharmacy upclate

## Methotrexate for children with RA

Juvenile rheumatoid arthritis is a potentially disabling condition only one third of children respond to non-steroidal anti-inflammatory drugs and it remains active after ten years in up to 45 per cent of cases.

Aggressive second-line therapy is often necessary but hydroxychloroquine and penicillamine have not proved to be effective. As with adults, attention has since focused on

methotrexate.

The first double-blind controlled study of the effects of methotrexate in children with rheumatoid arthritis was recently published. This involved 127 children with an average age of ten were randomised to six months' treatment with methotrexate 10 mg/m<sup>2</sup> or 5 mg/m<sup>2</sup>, or placebo. Treatment with steroids and NSAIDs was permitted.

The lower dose of methotrexate reduced pain and improved mobility of the affected joints, but the higher dose was most effective, achieving an overall response in 63 per cent of children compared to 36 per cent of those given placebo.
Adverse effects, including

potentially severe problems such as hepatic fibrosis and pneumonitis, were not



troublesome. Three children withdrew from treatment due to minor problems and no serious toxicity was recorded.

Further evidence of the safety of methotrexate in children is provided in a review of

experience in 62 patients over periods of 1.5 to 6 years. There were no cases of rash or pneumonitis, and among 12 children who underwent liver biopsy, none had evidence of fibrosis although other cases of raised liver enzymes were

reported.

One case of macrocytic anaemia was caused by concurrent use of cotrimoxazole and eight serious infections were reported. The commonest problem was abdominal discomfort, possibly made worse by concurrent NSAID therapy. Treatment with methotrexate was not permanently withdrawn on grounds of toxicity in any case, and six children achieved remission.

These studies demonstrate the value and apparent safety of methotrexate in children affected by a severely disabling disease. Other studies indicate no increased risk of cancer and infertility but isolated cases of liver fibrosis and pneumonitis have been reported. Experience is therefore still too limited to be confident about longer term efficacy and safety. New England Journal of Medicine 1992; 326:1043-9 & 1077-8; Journal

of Paediatrics 1992: 120:468-73

## Arrest the progress of

Heart failure is frequently fatal, affecting four people in every thousand, a third of whom die within four years. One approach is treatment to arrest progression of the disease, and drug therapy has been shown to improve symptoms and reduce mortality.

heart failure

In a double-blind trial in Germany, 170 people with mild heart failure were randomised to receive captopril 50 mg daily or placebo, in addition to established treatment with diuretics, digoxin or

vasodilators.

After a median of 2.7 years, 30 per cent of those given placebo had progressed to severe heart failure compared with 12 per cent of patients treated with captopril. The time taken to progress to this stage was 223 days longer with active treatment and the benefit was more marked in patients with milder disease when they started the trial.

There was no significant difference between captopril and placebo in total mortality (38 per cent vs 40 per cent), even though fewer people taking captopril died of heart failure.

Poor compliance and hypotension caused more withdrawals from captopril therapy than from the placebo group, though only two cases of cough or taste disturbance were reported with captopril.

A similar trial reportedly demonstrates similar benefits with enalapril, with reductions in disease progression, admissions, and myocardial infarction. This data confirms that this is a class effect of the ACE inhibitors, but it is puzzling that neither agent has been shown to affect mortality, even though death is delayed by several months. British Heart Journal 1992:

67:289-96; British Medical Journal 1992; 304:1069-70

### Safety of anti-depressants

The risk of adverse reactions to anti-depressants and their safety in overdose has received widespread attention in recent years, following the introduction of selective serotonin re-uptake inhibitors like fluoxetine and paroxetine.

These drugs appear to be free of both the cardiotoxicity associated with tricyclic anti-depressants in overdose, and the anti-cholinergic effects which cause problems at therapeutic doses.

Overall, the tricyclics cause about 50 deaths per million prescriptions. However, a recent review has pointed out that the scale of the problem of tricyclic overdose may have been overplayed. The lifetime risk of suicide in depression is estimated to be 15 per cent. Of these patients, five per cent take an overdose of

anti-depressants — so about one per cent of depressed patients commit suicide with these drugs

Such attempts prove fatal because of the cardiotoxicity of tricyclic anti-depressants, but little is known about the circumstances of suicide and whether failed attempts are repeated.

This is not a defence of toxic drugs, but emphasises that simply replacing one anti-depressant with a safer alternative is not the answer to the problem of suicide particularly when the newer agents appear to be no more effective than older drugs.

Greater safety in overdose is a positive benefit but a reduction in suicide attempts should also be a therapeutic goal. **British Journal of Clinical** Pharmacology 1992;160:439-41

### Hypnotics affect bronchial clearance

Clearance of mucus and environmental contaminants from the tracheobronchial tree maintains lung function and is an important defence against infection.

It is known that clearance is reduced in the elderly; in those with chronic respiratory disease such as asthma, bronchitis and bronchiectasis; and by drugs such as the opiates.

Clearance is also reduced during sleep, so it is therefore likely that a hypnotic could also interfere with clearance and might pose a further risk to people with impaired lung function.

Tracheobronchial clearance was assessed in eight healthy volunteers following a single 10 mg dose of temazepam. To measure clearance, they inhaled particles of polystyrene labelled with radioactive technetium. The decline in radioactivity over the next 24 hours (subtracting

amounts retained in the mouth, stomach and the lungs) reflected clearance of the particles deposited in the airways.

Compared with placebo, temazėpam significantly reduced clearance by 22 per cent during the first three hours after ingestion, corresponding to the time of peak blood levels of the hypnotic.

There was also evidence of a correlation between dose per kg bodyweight and the degree of impairment. However, there was no significant difference overall when the observation period was extended to six

This finding suggests that hypnotics could significantly impair clearance in people already at risk from respiratory disease, especially in those taking higher doses of temazepam.

Thorax 1992; 47:298-300



### Healing ulcers and relapse rate

The proton pump inhibitor omeprazole may heal duodenal ulcer more quickly than H2 antagonists but, while that is an early bonus for patients, it appears to make no difference to relapse rates in the long run.

In two clinical trials in the United States, omeprazole healed duodenal ulcer within four weeks in 80 per cent of subjects compared with 63 per cent with ranitidine and 27 per cent with placebo.

Some 230 of these patients received no further treatment but were followed up with endoscopy at two, four and six months and whenever symptoms recurred.

Cumulative relapse rates at six months were not significantly different for the groups. They were 77 per cent after omeprazole; 60 per cent after ranitidine; and 50 per cent after placebo (although this group included only 13 patients). More than 70 per cent of relapses were asymptomatic and would go unnoticed in usual practice. Gastroenterology 1992; 102:1289-94

Research Digest is a regular series written by drug information specialist Steve Chaplin MRPharmS, looking at current developments in medicine

### What is the risk of breast cancer with OCs?

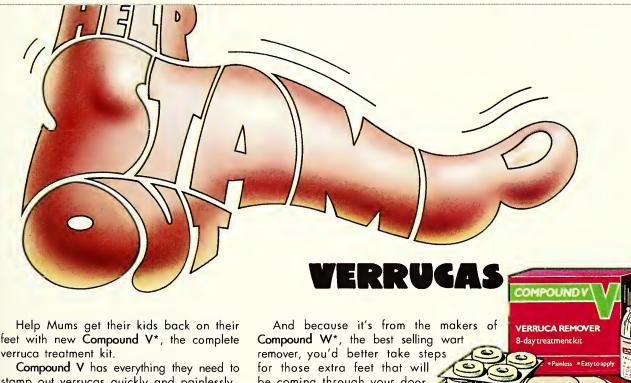
The question of whether oral contraceptives (OCs) may increase the risk of breast cancer is still unanswered as many large studies have produced contradictory results. An analysis of 27 such studies has now attempted to explain the reasons underlying these differences, and to identify whether there is any consistency in their findings.

The studies, published between 1980 and 1989, included 70,000 women in case-control studies and 265,000 in five cohort studies.

Three statistics emerged most clearly overall. The relative risk of breast cancer is 1.16 in the under 45s and 1.03 in older women, but 1.25 in 30-34

year-olds. Childless women had a risk of 1.21 compared with 1.03 in women with children this risk increases with duration of use from 1.04 after less than two years to 1.27 after more than eight years.
The available evidence

therefore suggests that the risk of breast cancer is increased by about 20 per cent in some subgroup's of women, although the true risk is probably lower. Modern OCs contain lower doses of hormones than those used in the '60s and '70s when these studies were performed, and OCs also exert protective effects - against endometrial and ovarian cancer, for example.
British Journal of Obstetrics and Gynaecology 1992; 99:239-46



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## Trade Mark Infringement

We draw your attention to the fact that it is an infringement of the rights of Ciba-Geigy in the registered trade mark VOLTAROL to:

- 1) apply this mark to packs originally sold under another brand name;
- 2) sell or dispense packs relabelled this way.

Ciba-Geigy has taken and will continue to take action against those who engage in either of the above practices.

Dispensing any other product on a prescription for VOLTAROL or VOLTAROL RETARD is also against the Code of Ethics of the Royal Pharmaceutical Society which clearly states that 'A Pharmacist should not substitute (except with approval of the prescriber or a hospital drug and therapeutics committee, or in an emergency) any other product for a specifically named product even if he believes that the therapeutic effect and quality of the other product is identical' (paragraph 1.4(ii))<sup>1</sup>.

Ciba-Geigy will continue to take the necessary action to protect its intellectual property rights.

Reference: 1. Medicines, Ethics and Practice. A guide for Pharmacists, Number 7, October 1991

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#### LETTERS

## Two brands of cyproterone ocetate — Schering tell Xrayser why

Having just read the **Topical Reflections** feature in April 18 issue of your publication I should like to correct a number of misconceptions concerning the provision of patient information leaflets in packs of Androcur and Cyprostat.

At the time of registration of cyproterone acetate for use in prostatic cancer, Androcur was already licensed, and marketed for use in male hypersexuality. UK regulatory authorities felt that patients receiving cyproterone for prostatic cancer might be distressed if they found the same product was used for the treatment of hypersexuality. We were, therefore, asked by the authorities to provide the compound under a different name for the new indication. Cyproterone acetate was therefore licensed under the name Cyprostat for use in prostatic cancer and Androcur was retained for the hypersexuality indication. As you will appreciate we cannot, under these circumstances, market the product under a single name as suggested by

There is a growing movement towards the inclusion of patient information leaflets in drug packs and soon, the provision of such leaflets will be a legal requirement. Schering Health Care are strongly committed to the concept of patients receiving information about their medication and we have been introducing such leaflets into our products for many years. We would be very opposed to the idea that these leaflets should be discarded before the patient receives the pack as it removes a source of information and reference from patients about the drug. Once new legislation is in force, such action may have potential legal consequences.

Information provision is here to stay and I am sure readers will agree that it is important that the information available from any source is accurate and balanced.

**C G Markland** Schering Health Care Ltd.

#### Impulsive response

Following Xrayser's concern over an Impulse coupon expressed in last week's **Topical Reflections**, may I quickly reassure him and all other pharmacists that any retail outlet which stocks Free Spirit trial size may happily accept these coupons, secure in the knowledge that their redemption is guaranteed by Elida Gibbs.

By "other selected stockists" we meant any retailer who elected to purchase this popular promotional pack, either direct from Elida Gibbs or from a participating wholesaler. I am sorry that this message was misinterpreted by your correspondent.

Hopefully, Xrayser will appreciate that it would be quite impossible to list the name of every independent stockist of a mass market toiletries product, both because of space limitations and because it would be impossible to identify them in advance. In this instance we simply decided to remind non-Impulse users of some national outlets, chemist/druggist and grocery, which we knew beyond doubt would be stocking the Free Spirit trial size.

Jon Morley
Impulse brand manager

## Glaxo — is the new scheme better than the old?

Our profession seems to be in a sorry and hopeless state. Not only have we been unable to negotiate with the Government satisfactorily, but also have seemingly surrendered without fight to the wretched Glaxo scheme. Full marks to the mathematician employed by Glaxo, who has almost succeeded in making us believe that the revised discount scale is better!

Condemnation of the scheme needs to be total, persistent and unanimous. I fail to understand

why Mr G. Horridge of the Pharmaceutical Services Negotiating Committee is "pleased" and Mr T. Astill of the National Pharmaceutical Association sees it as "a step in the right direction" (last week p806). Perhaps the following table will elucidate the underlying facts.

Glaxo are not giving anything more, in fact they are doing exactly the opposite and to make matters worse, our perception is being obscured by premature comments from our own leaders!

B. Patel Lenham, Kent

| Purchase<br>amount | Pre-GS<br>discount | Old GS<br>discount | Shortfall | New GS<br>discount | Shortfall |
|--------------------|--------------------|--------------------|-----------|--------------------|-----------|
| £                  | £                  | £                  | £         | £                  | £         |
| 500                | 47.5               | 8                  | 39.5      | 12.5               | 35        |
| 1000               | 95                 | 51                 | 44        | 55                 | 40        |
| 1100               | 104.5              | 60.5               | 44        | 63.5               | 41        |
| 1200               | 114                | 70                 | 44        | 72                 | 42        |
| 1300               | 123.5              | 79.5               | 44        | 80.5               | 43        |
| 1400               | 133                | 89                 | 44        | 89                 | 44        |
| 1500               | 142.5              | 98.5               | 44        | 97.5               | 45        |
| 1600               | 152                | 108                | 44        | 106                | 46        |
| 1700               | 161.5              | 117.5              | 44        | 114.5              | 47        |
| 1800               | 171                | 127                | 44        | 123                | 48        |
| 1900               | 180.5              | 136.5              | 44        | 131.5              | 49        |
| 2000               | 190                | 146                | 44        | 140                | 50        |
| 2100               | 199.5              | 155.5              | 44        | 148.5              | 51        |
| 2200               | 209                | 165                | 44        | 157                | 52        |
| 2300               | 218.5              | 174.5              | 44        | 165.5              | 53        |
| 2400               | 228                | 184                | 44        | 174                | 54        |
| 2500               | 237.5              | 193.5              | 44        | 182.5              | 55        |
| 2600               | 247                | 203                | 44        | 193                | 54        |
| 2700               | 256.5              | 212.5              | 44        | 202.5              | 54        |
| 2800               | 266                | 222                | 44        | 212                | 54        |
| 2900               | 275.5              | 233                | 42.5      | 221.5              | 54        |
| 3000               | 285                | 244                | 41        | 231                | 54        |
| 3500               | 332.5              | 299                | 33.5      | 278.5              | 54        |
| 4000               | 380                | 354                | 26        | 426                | 46        |

### ...'Yes' — says Glaxo's head of distribution

The figures quoted for discounts received "pre-Glaxo scheme" are not consistent with either of the discount structures published by the major wholesalers. These operate on the basis that nil discount is provided until a certain level of purchase (typically well in excess of £2,000) is reached. Thereafter discounts are provided only on those purchases in excess of this cut-off point. However, the reader quotes "pre-Glaxo scheme" discount amounts as if they were being applied to all purchases from zero upwards, thus significantly overstating the "pre-Glaxo" discount.

As far as the new Glaxo discount scheme is concerned, this was developed in response to the feedback received from pharmacists and introduced two significant benefits. Firstly, unlike the schemes of the major wholesalers, all Glaxo purchases, whatever their level, attract discounts.

Secondly, for each dispensing outlet all Glaxo purchases from all Glaxo agents are now consolidated for discount purposes which will assist the vast majority of pharmacists who purchase from more than one agent. This results in additional discounts which have been ignored in the calcula...ons.

#### C.T. Norman MRPharmS Head of Distribution

Sorting out the 'confusion' on toxoplasmosis

The article in C&D April 25, p707 "Confusion reigns but leaflets help", was presumably aimed at educating pharmacists on toxoplasmosis so that they could respond to queries from people who pick up the leaflets about this infection from pharmacies.

Unfortunately, some of the information contained in the article will add to, rather than reduce, confusion about toxoplasmosis.

First, it needs to made clear that virtually all Toxoplasma infections are acquired orally, that mere contact with a cat does not pose a risk. The main message is to avoid eating underdone meat (few people eat completely uncooked meat) and to wash

hands after gardening or handling raw meat or soil contaminated vegetables or salads (which should, of course, be washed before consumption, as you say). Moreover, it is safe to empty cat litter trays providing this is done daily and hands washed afterwards.

Second, your message about a blood test to reveal past or current infection is misleading, this is not a simple issue. The diagnosis of toxoplasmosis in pregnancy is complex even when carried out in specialised laboratories. There is no easy way to determine whether a foetus is both infected, and affected; you omit to mention that cordocentesis itself carries a 1-2 per cent fatal loss rate even in experienced hands and is available in only a few centres in the UK. It is in our view unethical to raise issues and expectations in the minds of pregnant women which cannot be matched in fact by the limitations of existing knowledge and health care resources.

Third, your figure of 600 infected babies a year is an estimate, not fact. The number of severely affected, newborn babies in England and Wales was found in one recent study to be less than 20.

Finally, in your section headed "Baby treatment" confusion reigns supreme because the second paragraph onwards refers to toxocariasis, not toxoplasmosis. This is a totally different infection with no implications for human pregnancy.

(As explained last week, a

headline distinguishing the two sections was inadvertently omitted — Editor).

Dr Susan Hall
Consultant epidemiologist
Dr Richard Holliman
Consultant medical microbiologist
Joanna Ibarra
Community Hygiene Concern

Editor. The Toxoplasmosis Trust says that the figure of 600 babies a year is an estimate based on two research studies. The first was carried out in 1989 by David Joynson of Swansea, who studied 30,000 pregnancies and found that two women per 1,000 became infected during pregnancy. Dr Darrell Ho Yen of Inverness found a similar incidence in his research. These figures were extrapolated from the current birthrate to give an incidence of up to 1,600 women a year becoming infected in the UK, of whom 40 per cent are likely to pass it to the child.

The article was based on information from the Toxoplasmosis Trusts fact sheets. Revised fact sheets are now available from the Trust at 61 Collier Street, London N1 9BE. Most of the points in the above letter are covered in the Pharmacy Healthcare leaflet.



## Two part fee for prereg examination

Council has agreed to ease the financial burden on UK pharmacy graduates sitting the new registration examination by recovering the £100 fee in two amounts, one as an examination fee and the second at the time of initial registration.

There was sympathy with some of the views expressed by students and members, but it was noted that a significant proportion of them had appeared to be based on misinformation, which needed to be corrected at the annual meeting.

Council decided to confirm the proposal to recover £100 from each trainee but to require its payment in two parts. The second payment in effect would be the difference between the current concessionary registration fee for initial entrants to the profession, introduced informally in 1988, and the full registration fee set out in the Byelaws. The examination fee would make the total up to £100.

Council resolved that the relevant amendments to the Byelaw should be formally adopted at a special meeting on May 13 and subsequently submitted for approval to the Privy Council.

#### **Special meeting**

At a special meeting last week, Council approved all recommendations in the joint working party report "Pharmaceutical care: The future for community pharmacy" subject to a few comments. Council also considered the priorities for implementation the recommendations. General agreement was reached that there should be a "package" of priorities containing a balance of recommendations seen by the membership to be of positive benefit to professional development and recommendations directed towards improving standards. It was agreed that the office should prepare a paper on priorities for consideration at Council's June meeting.

The following are some of Council's initial decisions:

Pharmacist prescribing Council would obtain copies of protocols being used in the US for the selection of medicines and dosages by pharmacists following medical diagnosis. It would also obtain information on hospital experience in Britain, then set up a working group with a view to proposing a number of pilot projects.

TDM in community practice The establishment of pilot projects to investigate the scope for therapeutic drug monitoring in community practice would be discussed with research workers at the University of Bradford with a view to identifying issues that needed to be considered in detail.

ADR reports On the extension of the formal adverse drug reaction reporting system to community pharmacists, Council would seek information about the current status of a Bradford University research project, then seek a meeting with the MCA.

Standards of premises Council would discuss with PSNC as soon as possible the recommendation on implementing measures to improve the standard of pharmacy premises. Although the recommendation related to the standards that might be expected within the NHS terms of service Council wished to see the Society involved in any measures to monitor standards. The proposed establishment of minimum standards through Section 66 of the Medicines Act 1966 would be used as a basis for requesting a further meeting with officials of the MCA and the DoH.

Domiciliary medicine monitoring A full literature search would be carried out into previous studies on domiciliary medicine monitoring schemes.

Welfare foods The Society would discuss with PSNC ways of establishing a framework for the distribution of welfare foods and other medicinal and related products through community pharmacies, bearing in mind that the DoH was already considering the matter.

Repeat dispensing The officers would appoint a small working group of Council members which would meet during May to prepare a draft repeat dispensing protocol to safeguard, among other things, the patient's choice of pharmacy. The working group would report to the June meeting and the Council would then discuss the matter with the Pharmaceutical Services Negotiating Committee.

Telephoned prescriptions
Discussions would be held with the
medical profession on the basis of
the report's general reference to
"improving communication of
prescriptions" rather than the
recommendation's specific
reference to removing restrictions
on conveying prescriptions by
telephone.

**Referral forms** The community pharmacy subcommittee would be asked to consider the design of a pharmacy referral form and a relevant research project.

Pharmaceutical consultation The Community pharmacy subcommittee would be asked to consider further the concept of "pharmaceutical consultation", with a view possibly to developing the proposal through a joint meeting between the Society and the Royal College of General Practitioners.

FHSA pharmaceutical advisers
The PSNC would be invited to join
Council in an approach to the
National Association of Health
Authorities and Trusts and all family
health services authorities urging
that each FHSA should employ a
pharmaceutical adviser and should
have access to pharmaceutical
advice based on experience in
community pharmacy.

More OTC medicines The proposal for an increase in the range of medicines available for sale by pharmacists would be used in



forthcoming discussions with the Medicines Control Agency and on all other relevant occasions.

Prescription prepayment certificates The Society would offer to join PSNC in an approach to the DoH to seek an appropriate amendment to the NHS (Charges for Drugs and Appliances) Regulations.

Counselling areas The Society would continue to encourage pharmacists to set aside areas for displaying material and providing advice and counselling.

Health promotion campaigns Council would await the evaluation of the Barnet FHSA initiative before deciding on action to be taken in encouraging wider pharmacy participation in health promotion activities.

Diagnostic services The continued provision of diagnostic and screening services from pharmacies, with public funding in certain circumstances, would be pursued initially through the NAHAT.

Aids for the disabled The supply of a comprehensive range of aids for the disabled from at least one pharmacy in each area would be discussed with the PSNC, with a view to that committee pursuing the matter through local pharmaceutical committees and other bodies mentioned in the recommendation.

Pharmacy exhibition Sir John Hannam, MP, has been successful in a ballot for exhibitions within the Houses of Parliament and a pharmacy exhibition will be opened by a Health Minister to run from June 22-25. The Society intends to organise an opening reception for MPs



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# Businessnevvs

#### **AAH** win the day on 'operation wipeout'

The Department of Trade and Industry has largely come down in favour of AAH's acquisition of Medicopharma assets — apparently known in AAH as "operation wipeout". However, the Monopolies and Mergers Commission report does require AAH to reduce its market share in Aberdeen, where the company operates one of its three former Medicopharma

Bill Revel, AAH Holdings group managing director, told *C&D*. "We see no material difficulty in complying with this."

A statement from the DTI says the Monopolies and Mergers Commission does not consider that competition in pharmaceutical wholesaling will be affected at a

#### Tax changes

The success of the Tories in the General Election means that Norman Lamonts' March budget will be brought into effect.

But because of the disruption of the election, employers and employees may not see the new PAYE tax codes until June this year. Normally the new codes are in use from mid-May.

The main changes in the budget are a rise in personal allowances of £150 and a new, 20 per cent tax band for the first £1,000 of taxable

The NPA are saying that tax codes ending in H, P and V will go up while tax codes with the suffix T. or prefix D or F should not be changed unless the tax office sends a form saying so.

national level by AAH, but says there has been a reduction in competition in the Grampian and Highland regions.

This means that the two former Medicopharma depots at Weedon, Northants and Harold Hill, Essex, remain in the hands of AAH.

The MMC also say that competition in the hospital sector, where AAH is particularly strong, has not been adversely affected by

"operation wipeout".

The MMC report estimates that AAH's national share of the sale of ethicals increased by about 4 per cent following their acquisition of Medicopharma assets, with AAH about half Medicopharma's former UK sales in this market. "As a result of the merger situation AAH may have improved their national market share by 2 per cent, or a little more above what would have otherwise occurred," says the MMC.

Mr Revell says he is pleased with the outcome. "The report accepts that the Medicopharma UK business was likely to have closed

To conform with the DTI decision AAH now have to divest a business "approximately as closely as practicable to the business

carried on by Medicopharma UK from its Aberdeen depot just before the acquisition took place"

There is some doubt in the pharmaceutical wholesaling sector about what this will mean in practical terms, and when C&D contacted the DTI and MMC there seemed to be hardly less confusion, though the Office of Fair Trading insisted it means "the depot in Aberdeen will have to go".

Mr Revell says compliance with the DTI decision now has to be negotiated with the OFT. "We've not yet been advised of the detailed requirements," he says.

In the meantime an order has been made under section 89 of the Fair Trading Act as a protective measure, "to guard against AAH taking any action intended to frustrate the future divestment"

Nevertheless, some industry observers are arguing that with the establishment of new Scottish wholesaler Norscot Pharmaceuticals in the Grampian area, the MMC report has already been overtaken by events.

The MMC argument is that AAH and Medicopharma were the only wholesalers with depots in the region, with each accounting for around 40 per cent of sales. The MMC says that when they bought the Aberdeen depot, AAH took over most of Medicopharma's UK sales in the Grampian and Highland

Despite this, the MMC's 176-page report is full of background to the UK background to the pharmaceutical industry. It emerges that in June 1991 Medicopharma NV and McKesson were discussing the possible acquisition by McKesson of 75 per cent of Medicopharma UK. However, by early September these negotiations were broken off.

AAH, who had been in a series of meetings with Medicopharma NV and other interested parties since the end of August last year, were still trying to interest McKesson in a deal as late as October 25, but talks broke down on November 1.

On November 2, the day before Medicopharma UK ceased operations, their board were in Holland still with a management buyout on their minds.

However the next day they were Medicopharma operations were to cease and by the same evening, after redundancies notices had gone out, AAH staff were visiting the three depots.

#### Hanson sell ICI

Hanson have sold their 2.83 per cent stake in ICI to the US broker Goldman Sachs for \$500m. The sale gives Hanson a profit of £28m after costs and not including the ICI dividend.

#### Midland loans secure

Lloyds Bank have given all assurance that it will honour all agreed existing Midland Bank loan and overdraft commitments if their takeover bid is successful. In a letter to the Forum of Private Business, Lloyds deputy chairman Mike Thompson said: "We can give you the firm undertaking that we would honour all agreed, existing Midland Bank commitments and arrangements to customers"

#### Under lock and key

A heavy duty steel cabinet for Controlled drugs has been introduced by the Shepherd Building Group. The Portastor is made from 3mm welded steel plate and has a recessed door with a high security locking system. A separate back plate allows the 600mm by 480mm by 200mm cabinet to be rag-bolted to a wall or floor. Tel: 0904 653040.

#### Sunday trading

Although not mentioned in the Queen's speech opening the first session of Parliament, this Government is expected to introduce legislation to reform Sunday Trading in England and Wales before the end of the year.

#### Lloyds' Ayrshire bid goes unconditional

Lloyds Chemists' £93m bid for Ayrshire Pharmaceuticals has been declared unconditional.

By the closing date of the offer Lloyds had 94 per cent of Ayrshire's

EC delay decision on working week

European social affairs ministers have delayed taking a vote which could have laid down a 48 hour maximum working week in the European Community.

The British Government has been one of the leading opponents of the scheme, but it was the Germans who have delayed a majority vote on the EC Directive.

Germany is believed to want to avoid isolating the new British employment secretary, Gillian Shephard, on the issue.

However, British modifications

to the directive, such as a plan for employees to work over 48 hours a week if health and safety risks have been assessed and deemed minimal, have already been rejected by most EC member states. An alternative British suggestion that individual countries should be allowed to negotiate their own exceptions to the Directive was unpopular.

The Council of Ministers looks like resolving the dispute when it next meets in June, by delaying the enforcement of the Directive until the year 2000.

ordinary shares.

The Scottish group operates some 14 pharmacies plus two drugstores and is said to be Scotland's fourth largest fourth largest pharmaceutical wholesaler.

Allen Lloyd commented: "We are delighted with the swift conclusion of this acquisition. It provides us with 16 more retail outlets, an established distribution base, and an external wholesaling business which fits perfectly with Barclay Enterprise, Lloyds existing wholesale distribution business.'

Lloyds plan to use the business to service their recently acquired Savory & Moore chain. They say they will apply their "proven retail skills, increased buying power, own label sales and wholesaling and distribution expertise" to Ayrshire's operations.

Lloyds have issued 1,379,917 new ordinary shares to cover 90 per cent of purchase price; the balance is payable in September.

#### Management buyout at Wrafton

Whitehall Laboratories have sold their factory at Wrafton in a management buyout. While none of the parties are prepared to put a figure on the deal, C&D believes it to be between £3m and £4m.

Whitehall Laboratories continue to own the products manufactured at Wrafton and the new management have a contract to continue to produce them, notably the Anadin and Bisodol ranges, for at least the next year.

All 430 of the employees at Wrafton have been made redundant, but the new company, Wrafton Laboratories Ltd, have reemployed some 336 of them on the same wage rates but without the same big company perks.

The moving spirit behind the buyout is Brian Sherwin, the former financial director at Whitehall Labs. He, Michael Forfitt, Doug Birghall, Frank Pearson and Michael Mant are the new management team.

"Whitehall will continue to sell the products but source them from Wrafton for the next year or more," Mr Sherwin told C&D. Production of the Whitehall products will then be moved to other European sites as part of a programme to streamline the company.

This is expected to give Wrafton time to develop its new role of contract manufacture and packaging OTC medicines.

Part of the funding for the buy out has come from the investment group 3i and they will be represented by Tony Wardell, managing director of Swallowfield plc, who will act as non-executive chairman of the company; 3i have a 30 per cent stake in the new enterprise.

Wrafton Laboratories are offering 15 per cent of the equity as an employee share scheme and there is also a profit-related pay scheme.

"Whitehall, having made the decision to rationalise in Europe, were anxious to do everything they could to ease the impact on the workforce," said Mr Sherwin. With this in mind the parent company, American Home Products, have given the new company a term loan to help finance the buyout.

Whitehall Laboratories remains as a marketing and selling organisation, with both its London and Dublin offices remain open. The company remains in business as the proprietor of its product lines.

Colin Cooke, Whitehall's company secretary, told *C&D*: "Hopefully there should be no effect on our customers. We have retained key figures with production expertise and in quality control.

"Our chief chemist of many years standing is continuing to work for us overseeing quality control at Wrafton

"It has always been our intention to continue with our brands but to streamline and comply with EC92".

He said future manufacturing will be controlled at a more senior level in the group than the UK operation.

#### Coming Events

#### Find out all about it...

Hard on the heels of the BPC, the 19th National Drug Information Conference will be held at the University of Warwick from September 16-18.

The main theme is "Pharmacoeconomics" with additional workshops on taking information to the customers and delivering high quality services.

The registration fee of £125 includes meals and accommodation. Details from Elena

#### In the City

The strong rise in shares prices following the general election has continued unabated thanks to a long awaited cut in base rates to 10 per cent. At the same time, investors have been encouraged by signs that the British recession may be coming to an end. But while equity prices in general have seen a strong advance, the pharmaceuticals sector has been in retreat. This is because investors have been switching out of health and household stocks into cyclical sectors.

Glaxo, which peaked to more than £9 a share earlier this year, provides an indication of the sector's trend, as the shares are currently trading at below £8 a share. Some US brokers, such as Smith Barney, have taken the company off their "buy" recommendations. But in recent days the shares have attracted some renewed buying due to positive developments concerning new products.

The company has obtained approval in the UK for the use of Zofran in the treatment of nausea in post-operative cases. There are also rising hopes that Imigram is about to win clearance in the US. The drug is already approved in Britain in tablet form and its US approval would be a big breakthrough.

That said, much of the interest in the sector is currently focused on the imminent launch of a £3 billion offer by Wellcome. But its timing coincides with an "alternative" AIDS conference kicking off in Amsterdam. The three day event was due to commence last Thursday and is expected to focus on several issues which could influence the Wellcome offer. Key conference issues will cover the importance of the HIV virus in contracting AIDS. In addition, the conference was expected to discuss Retrovir's effectiveness in the treatment of the disease.

Meanwhile, shares in Fisons have come under attack due to worries about Opticrom and Imferon. Both drugs have run into problems with the US Food and Drug Administration. It is understood that the FDA visited the company's UK plant last week but the market is still awaiting to hear whether FDA will once more allow the drugs to be sold in the US. The uncertainty has continued to fuel fears that approval may still take some time. Meanwhile, broker Strauss Turnbull has downgraded its profits forecast for Fisons for this year.

Also on the run is Medeva, who after a blistering performance in the last 12 months, have succumbed to a prolonged bout of profit-taking in recent weeks.

Grant, West Midlands Drug Information Service, Good Hope Hospital, Sutton Coldfield B75 7RR (tel: 021-378 2211 ext 2298).

#### Tuesday, May 19

East Metropolitan Branch, RPSGB, at the Churchill Room, Wanstead Library, Spratt Hall Road, 7.30 for 8pm. "Care of the terminally ill".

North Metropolitan Branch, RPSGB, at the School of Pharmacy, Brunswick Square, 7.30 for 8pm. Annual meeting followed by wine tasting.

Oxfordshire Branch, RPSGB, at the Postgraduate Centre, John Radcliffe Hospital, 7.15 for 7.45pm. Annual meeting followed by talk from Vichy pharmacist Cathy Holland. Refreshments.

#### Wednesday, May 20

Cornwall Branch, NPA, at the Globe Hotel, Frances Street, Truro, 7.30 for 8pm. Meeting with David Kaye, newly elected Board member.

Plymouth Branch, NPA, at the Old Postgraduate Medical Centre, Greenbank Hospital, 7.30 for 8pm. "Security and crime prevention" with speakers from the Plymouth Police. Buffet.

#### Thursday, May 21

Bedfordshire Branch, RPSGB, at the Coach & Horses, Barton-le-Clay at 8pm. "The Mystery of the Forbidden Fruit" by Dr W. Sneader. Mid-Glamorgan Branch, NPA, at the Heritage Park Hotel, Trebarog, Rhondda, 8pm. "Our future under threat" plus demonstration of Manrex unit dosage system.

Somerset Branch, RPSGB, at the Postgraduate Medical Centre, Musgrove Park, Taunton, 7.15 for 8pm. "To be or not to be — Glaxo and pharmacy, a working relationship" by Peter Joshua, distribution manager, Glaxo. Buffet.
South Staffordshire Branch, RPSGB.

South Staffordshire Branch, RPSGB. A car rally — a social event starting at a local hostelry at 7.30pm and refreshments at finish. Nominal charge £2.

#### Saturday, May 23

**Edinburgh Branch, RPSGB,** at the Sheraton Hotel, Edinburgh, 7.30pm. May Ball. Details from secretary Jane Rodgers on 031-556 4386.

#### **Advance Information**

The NHS — Where are we now? One day conference at the Royal Institute of British Architects, 66 Portland Place, London, on May 20. Chief speaker Health Minister Dr Brian Mawhinney. Details from the National Association of Health Authorities and Trusts (tel: 021-414 1381).

The impact of information technology on retailing. One day conference at the Donnington Thistle Hotel, East Midlands Airport on June 3. Registration by May 20. Details from the Marketing Centre, Leicester Polytechnic (tel: 0533 577577).

#### Proteus results and rights issue

Computer-aided molecular modelling company Proteus International lost £2.4m last year, compared to £1.3m in 1990.

When the company was floated on the unlisted securities market (C&D May 26 1990, p941) it was claiming to have its own AIDS vaccine well along the development pipeline; the same was said to be true for drugs for steroid dependent cancers.

Proteus' management says the losses to date reflect "the cost of the considerable progress made by the group in expanding its computer-

aided molecular modelling design facilities and in business development".

However, the company says its strategy is now focusing on joint ventures, such as the recently announced partnership with Genelabs Technologies Inc for DNA binding compounds.

Nevertheless, Proteus is still going to its s holders for fresh capital and ha. announced a five for one rights issue to raise a further £12.2m.

The company plans to relocate its offices in the near future.

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Pleasant suburban pharmacy opened November 1990, current turnover £101,000 based on 1,700 plus items per month. Property leasehold at £3,500 per annum. Price asked £50,000 for goodwill, fixtures and fittings plus stock at valuation, approximately £10,000.

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E7 NORTH WEST LONDON

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THE PROPERTY ANY BEIDING.

HANTS COASTAL CITY SUBURB

INMITS CONSINC CIT SUBURA Genuine relierment sale Tio current year excess £230,000 Dispensing 1,600 items per month. Low overheads. New 15 year lease to be granted Initial rental £4,000 per annum fleat first time venture £80,000 for goodwill, fixtures and fittings plus SAV COHTACT BOURHEMOUTH OFFICE

CONTACT BOURKEMOUTH OFFICE
MORTH CORREVAL
Popular seasade resort. Turnover current year approximately £260,000. High gross
profit percentage. Ospensing £8001-900 scripts per month. Ideal location with
excellent four bedroomed living accommodation. Genume retriement sale. Lease will
be granted or freehold for sale. Price depending upon whether lease taken or freehold

CONTACT BOURNEMOUTH OFFICE

AYON
Attractive, well-litted and maintained main road location with forecourt. Turnover approximately 1265,000. Dispensing 2,600 items per month Genune retrement sale Realistically priced. Freehold, no fluing accommodation, 155,000. Goodwill, littures and fittings (136,000 gluss stoke at valuation 1126,000 approx). This business has been established some 60 years and in the hands of the present owner for past 17.
CONTACT BOURNEMOUTH OFFICE

WEST MIOS

Newly established to Shopping Precinct. TiO (300,000 projected to end of year NHS
2,250 lierus per month. 9 00am? 30pin. Attractive shop lease at (3,350 p.a. Offers
around 1 (10,000 plus S.A. V.
COMTACT WASLALL OFFICE.

VEST MIOS
Turnover £270,000. NHS siems average 2,000 per month. Easy hours. Half day
Wednesday. Extensive premises on long lease at £15,000 per annum to 1996. Sale due to illness Offers invited. Contact Walsall office

C1BB3 OERBYSHIRE
Tunnover (200,000 projected NHS items 1,750 per month. Oouble fronted corner
shop on lease at low rental Offers around (60,000 plus SAV
CONTACT WALSALL OFFICE

Estate pharmacy and supermarket at edge of city. Essential small pharmacy — grant received. Combined tumover £20,000. NHS items 1,200 per month. Lease or freehold with flat. Offers invited. CONTACT WALSALL OFFICE

C1BB5

LEICS
Shopping precinct with huge supermarket. Serves large expanding residential area
Turnover [190,000 NRS tiems 1,190 per month. Nice shop on lease at £6,500 per
anouni fless sub let flati. Offers around £50,000 plus S&F.
CONTACT WALSALL OFFICE.

ESSEX

ESSEX Long established pharmacy in busy parade. Excellent supporting trade. Turnover September 1991 E159,596. Average items 1,800 per month. Long lease until 2009 No further reviews. Retirement sale. Potential to increase sales, COMTACT EPPING OFFICE.

COMPRICE FERMINET

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year 1168.000 with average items 1,500 per month. Current rent E7,500 Low out
goings. Offers invited for goodwill, lease, fixtures and fittings plus SAV (approx.

T EPPING OFFICE EAST LONGON

EAST LOWOON

Consely populated area. Currently run under management. Estimated lurnover April 1992; 145,000 based on 1,600 items per month. Easy hours with two half days—Council lease tental 1,1600 per annum. Ideal lists purchase £40,000 for goodwill, lease, Intruses & Intrings plus stock at valuation.

CONTACT EPPIN COFFEE

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#### **PUBLIC NOTICES**



#### MMC INQUIRY INTO CONTACT LENS SOLUTIONS

Sir Gordon Borrie, Director General of Fair Trading, has sir Gordon Borrie, Director General of Fair Trading, has asked the Monopolies and Mergers Commission to investigate and report on whether a monopoly situation exists in the supply of contact lens solutions in the United Kingdom. The Commission will be considering the supply, distribution and retail of contact lens solutions, including the suppliers' levels of profitability and whether price competition in this market is as effective as it might be.

Anyone wishing to obtain a copy of the full terms of reference, or to submit evidence should write to: The Reference Secretary (CLS), Monopolies and Mergers Commission, New Court, 48 Carey Street, London, WC2A 2JT. (Fax: 071-324 1400). Any evidence should be submitted before 30 May 1992.

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#### to: Caitlin Financial Corporation N.V. Pietermaai 15, Willemstad, Curacao, **Netherlands Antilles**

WITHOUT THE GOODWILL OF THE BUSINESS IN THE GOODS FOR WHICH THE TRADE MARKS ARE REGISTERED/APPLIED FOR

| TRADE MARK NO;<br>725740 | MARK;<br>Vitapointe | GOODS SPECIFICATION;<br>Soaps, perfumes, essential oils,<br>cosmetics, toilet preparations (not<br>medicated) preparations for the<br>hair dentifrices              |
|--------------------------|---------------------|---|
| 727005                   | Vitabrill           | Brilliantine  |
| 727681                   | Vitapointe          | Brushes included in class 21  |
| 742145                   | Biskoids            | Artificial sweetening substances in tablet form consisting of Saccharine and Vitamin B  |
| 754991                   | Sebbix              | Non-medicated shampoos  |
| 757985                   | Bisks               | Non-alcoholic drinks and preparations for making such drinks all included in class 32   |
| 787412                   | Vitabrill           | Pharmaceutical preparations containing Brilliantine and being for the treatment of the scalp  |
| 787413                   | Vitapointe          | Pharmaceutical preparations for the treatment of the scalp  |
| 811111                   | Bisks               | Dietetic biscuits for use in slimming   |
| 829056                   | Sebbix              | All goods included in class 3   |
| 858111                   | Steritainer         | Surgical and medical instruments and apparatus  |
| 896718                   | Vitaglow            | Soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, preparations for the hair and dentifrices  |
| 897751                   | Bisks               | Artificial sweetening substances and compositions   |
| 897752                   | Bisks Slimsweet     | Artificial sweetening substances and composition  |
| 938155                   | Bisks               | Dried potato for food for human consumption and potato products included in class 29  |
| 938156                   | Bisks               | Sugar   |
| 938157                   | Bisks               | Fruit juices and tomato juice   |
| 1029413                  | Bisks               | Dietetic biscuits, dietetic<br>chocolate, dietetic muesli and<br>dietetic preparations for making<br>coffee-flavoured beverages; all for<br>use as aids to slimming |
|                          |                     |   |

#### The Trade Marks set out below were assigned on: 11 October 1991 by Metsa-Serla Oy to Stuart Edgar Limited.

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| TRADE MARK NO: | MARK:    |
|----------------|----------|
| 1320957        | Babysoft |
|                |          |

1348262

#### **GOODS SPECIFICATION:**

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LONDON NW1 - Locum required for every Saturday. Please telephone 071-387

ASHFORD, KENT - Pharmacist required for modern in-store pharmacy regular evening(s). Please telephone 0233

EAST DULWICH, SE22 - Locum required to work on alternate Sundays between 10-2pm. Tel: 081-693 3652.

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#### PRE-REGISTRATION

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#### DISPENSING TECHNICIANS

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LADY PHARMACIST - Experienced and reliable, available Mondays, Fridays and Saturdays in Lincolnshire & S. Humber-

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Free entries in "Business Link" (maximum 30 words) are accepted at the discretion of the publishers and depend upon space being available. Send proposed wording to Business Link", Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW. Include your name, the full name and address of your pharmacy, or your personal registration number, and a day-time telephone number. Alternatively, leave the details on our answering service.

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# Aboutpeople

#### **Scottish General Council** Chairman re-elected

Graeme Millar was re-elected chairman of the Pharmaceutical General Council (Scotland) for a new three-vear term at its first meeting on May 6. This is the first occasion in recent times when a chairman of the General Council has been elected for a second term, Andrew Taylor was elected vice-chairman.

Other members elected to the Standing Committee were Messrs J. Bunten, I.M.W. Caldwell, B. Eggleston, D. Forbes, W.S. McConnell, J.G. Milligan, Mrs E. Roddick, G.L.M. Romanes, R.A. Sheils, Mrs A. Thomson, R.G. Williams, R.A. Wood and G.B. Kirkwood.

Commenting on his re-election Mr Millar said, "The task of the General Council over the next three years will be to look at the role of the community pharmacist and how that fits in with government intentions, the purchaser/provider environment, GP Trusts and such concepts as care in the community. The method of payment will undoubtedly change further."

He also said "It will be an

exciting period for the general

Council. At the moment we are quite concerned that progress towards bringing in a number of the Party Working Report recommendations be mav hampered by a lack of progress on remuneration."

Mr Millar concluded by

welcoming the challenge which the future will bring. He said: "Rather than adopt a negative attitude, the Pharmaceutical General Council accepts the challenge and will work towards community pharmacists playing their full part in the health



Some of the 120 pharmacists and friends of the Oshwal pharmacy group who took part in a 10km walk, raising an estimated £18,600 for the British Diabetic Association, a new Endoscopy Unit in Ealing Hospital and the community's charity

Mawdsley-Brooks, the North West and West Midlands based wholesaler, have completed an NPA medicine counter assistant training course, attracting 30 participants from the Lancaster, Blackpool and Preston areas. Further courses are planned for Autumn 1992; tel: Janet Renshaw on 061-833 9741

#### **PSNC** chairs unchanged

David Sharpe and David Billington have been elected chairman and vice-chairman, respectively, of the Pharmaceutical Services Negotiating Committee.'

#### **BSHP** awards medal

The British Society for the History of Pharmacy has awarded the first Leslie Matthews Medal to .... Leslie Matthews.

The BSHP decided to institute an exceptional award to recognise special achievements in the historical field. And who better to win the award than the UK's leading pharmaceutical historian.

#### APPOINTMENTS

Duracell UK have appointed Adrian Martorana as marketing manager for their battery and lights

Spectrum Pharmaceuticals and Spectrum Generics have appointed Derek Johnson as their representative for Greater Manchester and Daryl Bain as their representative for Kent and Sussex. Border Services, a division of Spectrum Group have appointed Malcolm Edwards as their representative in Wales.

Pharmax Healthcare Ltd, have appointed David Fowler as senior product manager with responsibility for the Sudocrem range.

Rimmel International have appointed Sandra Neville, a former beauty consultant, merchandiser and consultant trainer, as retail sales trainer.

Sarah Deverson, formerly of Wella GB, has been appointed national account manager for Aerosols International.

#### **Results of NPA Board** elections

Joe King, Board member for East Anglia, has been elected chairman of the National Pharmaceutical Association for 1992-93.

This year's vice-chairman is Edward Brown, one of the Scottish members appointed at the Scottish Pharmaceutical Federation's Council meeting on April 22. He has been a Board member since 1989.

David Thomas from the West Midlands, a Board member since 1980 and a former chairman, was re-elected treasurer.

The second Scottish member of the Board, Alan Cruickshank, who replaces retiring member Andrew Watson, is also vice-chairman of the

The Board also approved the appointments of two new branch secretaries. The position in the Plymouth & District branch, left vacant by David Kaye's election to the Board, has been filled by Geoffrey Snell. In the West Surrey branch, Philip Donald succeeds David Morgan, who retired from pharmacy last October.

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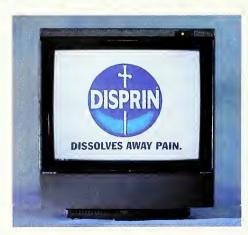


# SEE BOX FOR DETAILS.

The United Kingdom's number one soluble general pain killer is being re-launched on television. Backed with a one million pound advertising spend.

And as if that wasn't enough to give our competitors a headache, Disprin now has an improved taste.

Solmin is also being re-launched



as Disprin Direct, a unique chewable tablet you can take without water.

So now would be a good time to stock up with the Disprin range.

Because a new television ad from us is going to produce new customers for you.



DISPRIN AND THE SWORD AND CIRCLE ARE REGISTERED TRADEMARKS.

# HOLDAY TRAVEL

A Chemist & Druggist supplement MAY 16, 1992



Style 'n Go

#### BLONDES ARE NOW HAVING EVEN MORE FUN

Sun E45 became a major success in 1991, and research<sup>1</sup> has shown your customers are getting more aware of the need for

sun-protection. Clearly, the unique Sun E45, specially designed to protect sun-sensitive skin, fills a growing need.

A natural extension of the dermatological E45 range, Sun E45 contains only one sunscreen: the non-chemical, non-irritant Microfine Titanium Dioxide. Thanks to its unique properties, Sun E45 offers superior UVA

All three Sun E45 products have been awarded a 3-star rating according to a new system for measuring UVA.

protection in addition to protecting against UVB<sup>2</sup>.



The Sun E45 range (SPF 25, 15 and 8) has everything your customers want: excellent broad-spectrum protection.

It's allergy-screened, perfume-free, water-resistant, long-lasting and it's suitable for the whole family, including small children. It's not tested on animals. And the SPF 8 and 15 not only protect, but allow a tan to develop gradually.

That's why Sun E45 is being used more and more. Why GPs and dermatologists happily prescribe Sun E45 SPF 15 and 25 (clinically proven and available on FP10). And why you should definitely recommend it to your sunsensitive customers.



DERMATOLOGICAL PROTECTION FOR SUN-SENSITIVE SKIN

### HOLIDAY TRAVEL

#### **A Chemist & Druggist supplement**

Prospects for the holiday season look a little brighter this year. During the first half of last year, the Gulf war, the

recession and the appalling British weather led to a major decline in the foreign and domestic holiday markets. This in turn affected sales of many holiday items from pharmacies. But 1992 seems more promising. The Association of British Travel Agents predicts that 11.5 million people will take package holidays this year — a million more than last year. Even though the recession is still with us, interest

rates are lower and those people who are consequently better off are determined not to miss their holidays two

ABTA says that about two million package holidays this year will be to long-haul destinations such as Florida, Thailand and Australia. This is the fastest growing sector, as people tend to trade up as soon as they can afford it. Again, this growth boosts sales of travel items available through pharmacies.

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Malaria is a disease which affects over 250 million people each year writes Janie Sheridan, MRPharmS, Boots teacher/practitioner at Loudon University School of Pharmacy. In 1989 almost 2,000 cases of imported malaria were recorded in the UK. Although malaria is a notifiable disease, it is possible for cases to go undetected as healthcare professionals may not consider it as a possible diagnosis, when presented with the symptoms.

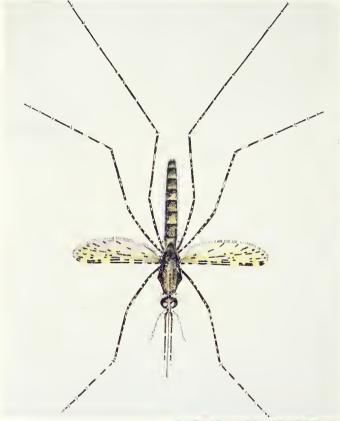
ost community pharmacists in the UK will be concerned with dealing with the prophylaxis of malaria rather than diagnosis and treatment of the disease. However, they should be alert to the symptoms and signs of malaria in patients recently returned from abroad, even if they have been using prophylactic treatment. The disease may be debilitating and in serious cases the patient will die.

Malaria is caused by the sporozoa of the protozoan *Plasmodium*. There are four species that infect man: *P.vivax*, *P.ovale*, *P.malariae* and P.falciparum. All of these are transmitted to the human host via the saliva of an infected Anopheles mosquito. This occurs when the human is bitten by the mosquito.

Once in the human tissue, the sporozoites rapidly move to the blood stream and from there to the liver. They mature and divide producing merozoites. This is known as the pre-erythrocyte phase. After this the liver cells burst releasing merozoites into the blood or into adjacent liver cells. If they enter the blood stream where they enter erythrocytes, the erythrocyte phase is set up. This stage is responsible for the clinical

symptoms in man.
Up to this point all four Plasmodium life cycles are the same. However, after this P.falciparum differs from the others as the parasites die out in the liver. In the others, the pre-erythrocyte phase repeats itself as moré merozoites are produced, releasing them into the blood stream at regular intervals of 48-72 hours depending on the species. This produces a cyclical pattern of symptoms in man following a

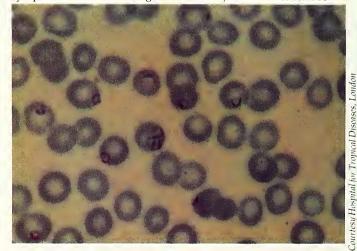
More than just a bite...



similar time scale.

#### **Symptoms**

The symptoms of malaria may be seen from weeks to years after exposure, but commonly 7-15 days after infection. For



P. Falciparum invading erythrocytes

although may be severe with shivering and sweating. At this point the disease is often mistaken for influenza and this may be disastrous for the patient as after a week severe complications such as coma, renal failure and pulmonary oedema may arise and be fatal. In the other three types of infection, the initial symptoms are the same. The patient will feel very cold and start to shiver and this is followed by a sharp

P.falciparum infections, there

pains, anorexia, nausea, with a

fever which is often low grade,

are initial symptoms of headache, backache, limb

rise in temperature and profuse sweating. The patient then feels as if he/she is burning up and after this will feel much recovered. This will repeat itself every 2-3 days. In all cases the patient may be anaemic. Ít is essentiál that anyone

who has recently returned from an endemic area and presents with these symptoms is immediately referred.

#### "Prophylaxis"

At present, true prophylaxis is not available because no drug kills the sporozoites or prevents them entering the human from the mosquito. The patient will contract the disease, but most drugs will cause a suppression of the illness by controlling the erythrocyte phase at a subclinical level

Proguanil and pyrimethamine may destroy the pre-erythrocyte stage in non-resistant P. falciparum and

Continued on p6

Resistance to the drugs used in the treatment and prophylaxis of malaria has been encountered and this varies from one endemic area to another. For this reason different drugs or combinations of drugs are recommended for prophylaxis. These recommendations are updated at regular intervals and pharmacists should always ensure that the information they give to clients is current. Updated information is available as a recorded message from the **Hospital of Tropical Diseases in London on 071-636 7921.** For patients who obtained on 071-636 8636 or 071-388 9600.

For other parts of the UK information may be obtained from the following sources: Birmingham 021 772 4311; Liverpool 051 708 9393; Glasgow 041

9467120.

Updated information is also available each month in MIMS, and from the NPA.

Prophylaxis should be started one week prior to entering the endemic area and continue until at least four weeks after leaving.

- There are three main drug regimens. Adult doses are:

  Chloroquine 300mg base, once weekly and proguanil 200mg once daily.

  Chloroquine 300mg base, once weekly or proguanil 200mg once daily.

  Maloprim one tablet weekly and chloroquine 300mg base, once weekly.

|   | Age               | Weight (kg) | Fraction of Adu<br>Chloroquine/<br>proguanil | ine/ Maloprim  |  |  |
|---|-------------------|-------------|--|----------------|--|--|
|   | 0-5 weeks         |             | one eighth                                   | not applicable |  |  |
|   | 6 weeks-11 months |             | one quarter                                  | not applicable |  |  |
| 2 | 1-5 years         | 1C-19       | one half                                     | one quarter    |  |  |
|   | 6-11 years        | 20-39       | three quarters                               | one half       |  |  |
| i | 12 years          | 4()         | adult dose                                   | adult dose     |  |  |



## When was the last time you saw a kangaroo with travel sickness?

You'll have to admit, it's not all that common. Wild animals bouncing in and asking for something to calm a queasy, travel sick offspring.

Proof that, when it comes to motion sickness, Nature really does provide the best defences. And, when your customers need something to calm their tummies before or during that long journey, why not recommend a natural, homoeopathic medicine whose active ingredients are perfectly safe for everyone.

Like Nelsons homoeopathic Travel Sickness Tablets.

What's more, last year's 30 per cent sales growth - backed by the new blister pack design and high profile advertising campaign - means interest, and therefore sales, are set to rocket. And when they do, the 40 per cent margin guarantees a huge profit potential. So, next time, recommend the natural answer to motion sickness. Recommend Nelsons.



IT'S ONLY NATURAL



#### Continued from p4

this is known as "causal prophylaxis". If the erythrocyte phase is completely déstroyéd in P. falciparum then a compléte cure is obtained as the infection does not have the cyclical pattern of the other

three.
''Immunity'' to malaria is developed by individuals who live in endemic areas. This "immunity" is not an immunity to catching the disease but an immunity to the effects of the infection. Newborn babies have an initial immunity if breast-fed, which lasts only a few months, and if they then leave the endemic area they will not have "immunity". If they remain they will become infected, and if the infection is not fatal, they will become "immune" as with all adults. Adults may also loose this "immunity" if they leave the endemic area for long periods of time.

Mefloquine on its own is an option for areas with chloroquine resistant P. falciparum for a maximum of three weeks in the endemic area. The regimen for adults is 250mg each week for six weeks starting one week before departure. For children: 2-5 years (15-19kg) quarter adult dose, 6-8 years (20-30kg) half adult dose, 9-11 years (31-45kg) three quarters adult dose. Not recommended under 2 years

old or 15kg.
For travellers going to chloroquine resistant areas, where access to medical care may be difficult, it is advisable to recommend that they take with them a course of treatment. This will require a prescription from the doctor. However, self treatment should be avoided if medical care is available.

#### The drugs in depth

Chloroquine (licensed P for prophylaxis if appropriately labelled, POM for treatment.) Chloroquine is well absorbed and excreted slowly. It has a half life of 74-33 hours so a once weekly dose is sufficient to main a therapeutic level for prophylaxis. Some experts recommend that prophylaxis be commenced two weeks prior to travel to enable a stable plasma level to be obtained.

The drug is highly lipid soluble and widely distributed into adipose tissué and other extravascular sites, such as melanin-containing cells of the retina and skin. Patients who are very overweight may have a reduced plasma concentration of drug and advice should be sought for dosage.

For patients on long term prophylaxis, eye checks are recommended at 3 monthly intervals as the drug can cause retinopathy. Any visual disturbances should be reported by the patient. The

6



Multi-resistant malaria has reached many parts of Africa

most common side-effects are GI disturbances, visual disturbances, irreversible damage to the retina, skin reactions, hair loss and hair depigmentation. The drug should be used with caution in hepatic and renal impairment, and it may exacerbate psoriasis epilepsy and other neurological conditions, G6PD deficiency and severe GI problems. It should also be used with caution in pregnancy but benefit may outweigh risk, so seek advice.

Chloroquine interacts with the following drugs: Antacids — reduced absorption of chloroquine Digoxin — may possibly increase plasma concentration of digoxin Cimetidine - cimetidine inhibits metabolism of chloroquine producing increased plasma level of

chloroquine. Proguanil (P for prophylaxis).

Proguanil has a half life of 6-8 hours and is well absorbed and rapidly excreted, mainly by the kidneys. It is not distributed into adipose tissue and therapeutic levels are unlikely to be affected by patients who are overweight. The most common adverse reactions are mild GI symptoms and mouth ulcers. The drug should be used with caution in severe renal impairment, and folate supplements are needed in pregnancy.
Proguanil may enhance the

plasma level of anticoagulants. Maloprim (Pyrimethamine and dapsone). (POM) Dapsone has a half life of around 20 hours and is excreted mainly by the kidneys; the half life for pyrimethamine is around 100 hours, so a once weekly dosage is sufficient. Side effects are rare

The drug is contra-indicated in known sensitivity to sulphonamides, sulphones

and/or pyrimethamine. It should be used with caution in severe renal and hepatic impairments, and for long term use in any renal or hepatic impairment. It should also be used with caution in G6PD deficiency, pregnancy (folate supplements are required) and breast feeding (infants should not receive other anti-folates).

Maloprim interacts with:

Probenecid — reduced excretion of dapsone Trimethoprim — increased antifolate effect of pyrimethamine Co-trimoxazole — increased antifolate effect of pyrimethamine Phenytoin — increased antifolate effect of pyrimethamine Methotrexate — increased antifolate effect of pyrimethamine.

Mefloquine. (POM). Mefloquine has a long half life and requires a once weekly dose. The main side effects are nausea, vomiting, diarrhoea, anorexia, dizziness. If any neuro-psychiatric side affects are noted treatment should be stopped immediately. Patients should be warned that mefloquine may affect the performance of skilled tasks. It should be used with caution in severe renal and hepatic impairment. It is not recommended in young children (see earlier) and is contra-indicated in pregnancy. Mefloquine interacts with: Quinine — may be increased incidence of side effects with

quinine Beta blockers — possible increased risk of bradycardia Digoxin — possible increased risk of bradycardia Calcium channel blockers (some) — possible increased risk of bradycardia Illustrations provided by Roche Products Lta

#### Advice to travellers

As prophylaxis is not absolute, travellers should be given extra advice on

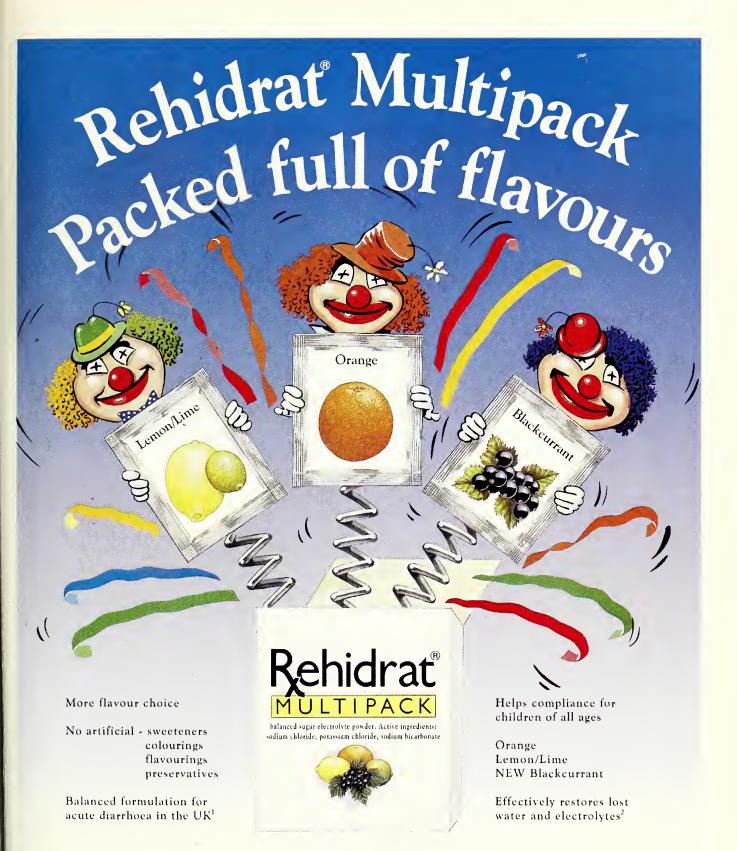
- The use of insect repellents on exposed areas of the body
   The use of insect repellents in clothing and mosquito nets
   Spraying accommodation in the late afternoon

- Dusk and dawn being the peak feeding times for mosquitos
  Risk variation within one area. Urban areas are less risky than rural areas. If the traveller is visiting both, even for a short time, the risk of catching malaria should be recognised.

The choice of drug should take into account the following points:

- The area being visited
  The age of the traveller
- Any medication being taken by the traveller Any medical condition suffered by the traveller
- Pregnancy and breast feeding
   Adverse drug reactions
- Risk of exposure to malaria if any of the above is/are a problem

The pharmacist should ensure that the traveller fully understands the implications of non-compliance. Doses should be carefully explained and where there is a combination of two drugs, the pharmacist should ensure that the traveller knows which is the "once weekly" and which the "once daily", as a mix-up could have severe consequences. With good practical and drug advice, pharmacists can help to ensure that clients have a "malaria-free" trip abroad.



#### Three choice flavours in one pack

Abbreviated Prescribing Information. Presentation: Sachet containing flavoured sugar/electrolyte powder. Composition: Each sachet containing Sodium Chloride Ph. Eur. 0.44g, Potassum Chloride Ph. Eur. 0.44g, Glucose 4.09g.4.13g. Sucrose Ph. Eur. 8.07g.8.17g. Fractoco. 0.01g.0.07g. Plus flavourings. Reconstituted solution contains. Sodium 50 mmod/l; Chloride S0 mmod/l; Chloride S0 mmod/l. Each S0.00g.4.13g. Sucrose 9.49 mmod/l. Sucrose 9.49 mmod/l. Sucrose 9.49 mmod/l. Sucrose 9.49 mmod/l. Each Sucrose 9.40 mmod/l. Each S0.00g.4.20g. Sucrose 9.40 mmod/l. Each S0.00g.4.20g. Sucrose 9.40 mmod/l. Each S0.00g.4.20g.4

# Don't be caught out on stocks

wet April boosts the growth of the grasses whose pollens cause symptoms in June and early July. But manufacturers are cautious about making any firm predictions for this season. Last year proved that predictions are as unreliable as the long-

"Usually pollen appears first in the Isle of Wight then in the North, but last year it started in Edinburgh and moved South," says Marion Merrell Dow's group product manager Andrew Tasker. "Scotland in May is usually safe for hayfever sufferers but last year was different."

term weather forecast.

Last year the season started late and there were days when very high pollen counts occurred unexpectedly, catching retailers unaware. Mr Tasker quotes one pharmacy in a South coast resort as selling every pack of hayfever remedies in a single morning when the pollen count suddenly soared.

"There was a queue of 75 people in the shop," he recalls. "It's difficult for pharmacists to appreciate that they can sell 60-80 packs in a small pharmacy during one lunchtime. My advice to them is not to be too cautious when ordering, otherwise they could easily be caught out-of-stock during a peak pollen count. If they don't sell all the stock of terfenadine in the Summer, it can still be recommended for allergies year-round".

This year, March was warm and tree pollens caused some early symptoms. Marion Merrell Dow started their Seldane Press campaign in national newspapers as early as Easter Monday, with the bulk of the £600,000-£700,000 spend being concentrated between May and mid-July.

Following the success of a television campaign in four areas last year, Seldane will be advertised nationally on TV-am by means of 17 sponsored weather and pollen count bulletins a week. Plans are also going ahead for Press sponsorship of the weather column in the Daily Mirror, Times and Guardian. And advertising will appear in the London Underground during May, June and July.

Company representatives will give pharmacies Seldane

This year's April showers could signal torture for hayfever sufferers but good news for the hayfever remedies market.



6-8 million hayfever sufferers seek their GP's advice while the rest self-treat.

"This year will be the first in which the retail price for nearly all the OTC hayfever remedies is less than the prescription charge, so this could build the market significantly through pharmacies, particularly as we are holding prices at 1991 levels," says Mr Tasker. GPs are likely to recommend that patients who suffer only a few days a year buy their own remedies OTC.

He suggests that pharmacists advise serious sufferers to take the product with them if they go abroad on holiday as terfenadine is not available without prescription in most European countries.

#### **Bright future?**

Intercare Products, who manufacture Allereze, say the outlook for the antihistamine market remains bright.

Low pollen counts last June only temporarily halted an upward sales trend which has

Continued on p11

This season's POS

pollen cards to distribute carrying regional telephone numbers for customers to obtain more accurate local pollen forecasts for the following day.

A consumer competition offers a free prize draw for 500 pairs of Polaroid sunglasses; no proof of purchase is needed. Assistants can take advantage of a hayfever training package to work through with company representatives during lunch breaks; a video is also available.

The company will be detailing the benefits of Triludan to GPs, particularly its rapid action. The total spend on terfenadine this year will be £2m—the largest ever budget behind any hayfever brand, the company says. About 85 per cent will be on Seldane.

Last year Triludan grew by 25 per cent in value to claim a 35 per cent share of the systemic hayfever remedies market, while Triludan Forte increased by 45 per cent to achieve nearly 18 per cent. Together with Seldane, the three brands now account for nearly 65 per cent of the market, the company says, and there is a clear move to the one-a-day brands.

It seems that about half the



Increased budget for Combination H

# TREATTHE WHOLE FAMILY

Diocalm now has a range of products to treat the whole family.

#### **Diocalm Junior**

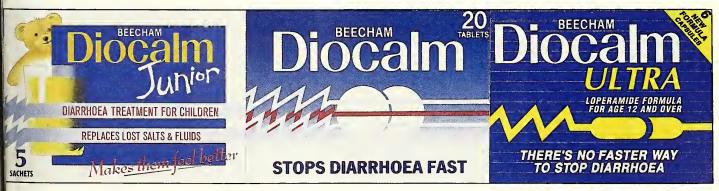
Oral rehydration therapy suitable for children from birth to 6 years.

#### **Diocalm**

Chewable Anti Diarrhoeal tablets, for Adults & Children over 6 years.

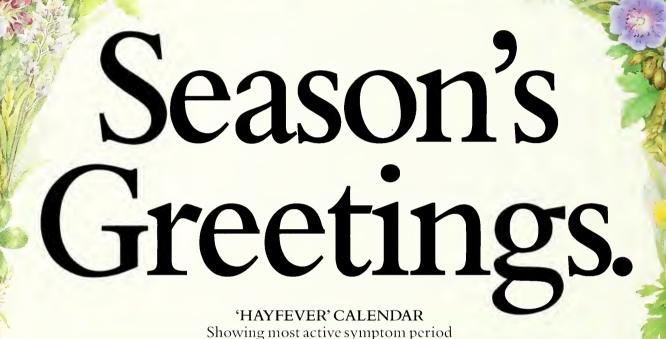
#### **Diocalm Ultra**

Easy to swallow
Loperamide capsules
for Adults
& Children over 12 years.



**On T.V. this Summer** 

SB SmithKline Beecham



| CAUSE         | Apr   | May | Jun      | Jul | Aug | Sep | Oct |
|---------------|-------|-----|----------|-----|-----|-----|-----|
| BIRCH         |       |     |          |     |     |     |     |
| PLANE         |       |     |          |     |     |     |     |
| GRASSES       |       |     |          |     |     |     |     |
| NETTLE        |       |     |          |     |     |     |     |
| FUNGAL SPORES |       |     | h å      |     |     |     |     |
|               | 414/1 | 8   | <b>.</b> |     | 198 | HAR |     |

A season that lasts for seven months should be greeted with open arms and fully stocked shelves. Stocked with the leading hayfever products from Merrell Medicines of course.

Three products that are as effective on your patients as they are on your sales. So make sure your stocks are up and your displays are ready to greet your customers. All season long.

Merrell Medicines





AN SELDANE

#### Continued from p8

seen the market grow by 47 per cent over the past five years. IMS forecasts are predicting that the growth will resume at an annual rate of 10 per cent.

an annual rate of 10 per cent.
Fuelling this growth is the increasing use of antihistamines to treat allergies other than Summer hayfever.
Spring allergies to tree pollens and later use for bites and stings are extending the season.

This Summer, the Allereze range is being supported with a £350,000 campaign majoring on national television and radio. Television advertising starts this month while the new radio campaign — the first since 1985 — will be timed to coincide with the occurrence of symptoms when the pollen count is high.

Intercare say that these media give them the flexibility to concentrate the spend when it will be most effective. There will also be advertisement features in women's magazines and representatives can offer merchandising support including window display material and leaflets.

Resiston One, launched nationally last year as the first sodium cromoglycate hayfever treatment to be advertised to the consumer, had a successful first season according to Fisons Consumer Health. In a recent survey of 1,700 pharmacists, a third saw pharmacy recommendation as the main reason for the brand's success in the coming season; a further 32 per cent attributed success to heavyweight advertising and 26 per cent to fast relief from nasal symptoms.

The company will be investing £750,000 on advertising and promotion in 1992. National media will be reinforced with additional regional support in those areas with a particularly high incidence of hayfever sufferers, emphasising the brand's unique proposition of prevention and treatment in one. Trade discounts are available.

The company says the OTC hayfever market has been growing at 25 per cent a year to be worth £15m at rsp.

New Era have increased their budget for Combination H to over £250,000 this year, featuring a campaign in national Press and women's magazines. A regional campaign will be aimed at those areas with a high number of hayfever sufferers.

Wellcome Consumer Division point out that new allergies have developed over the years. Their new showcard for Actifed features oil-seed rape flowers.

 Marion Merrell Dow have introduced a showcard recommending Merocets and Merothol for Summer colds. A competition offers 200 Panoramic cameras as prizes. Avoiding the big sneeze



A guide to whether your customers will need to pack hayfever remedies with them when going to some popular holiday destinations (information supplied by Marion Merrell Dow Ltd)

#### Alpine resorts

Good news for hayfever sufferers as the pollen seasons are short (late June to early July) and sheltered valleys are protected from wind-blown pollens. In northern Austria and Switzerland grass pollen is the main culprit, with a season peaking in June and July. In the cities, plane trees release pollen in April and May. Birch pollen counts can also be high at this

time, particularly throughout Austria. For those allergic to ragweed pollen, south-eastern Austria can be troublesome in August and September when large quantities blow in from Hungary.

#### **British Isles**

The best places for hayfever sufferers are the Scottish Highlands and islands, where a combination of moorland,

above average rainfall and fresh westerly winds keep pollen counts low. For similar reasons, much of western and upland Britain and Ireland experience relatively low pollen levels. Grass pollen is the main cause of symptoms, peaking in June and July. The highest counts are in southern and eastern England. In London pollen counts are

Continued on p12

#### Continued from p11

typically half those of surrounding farmland but pollutants may aggravate allergic reactions. Tree pollens tend to cause problems mainly in April and May when oak and birch are in bloom. Nettle weeds release pollen throughout the Summer and tend to peak in August along with mugwort. Fungal spores are at their highest in late Summer and Autumn.

Egypt

A long pollen season, from mid-February to the end of December, the worst periods being March to July. December to February is considered best for visiting the pyramids.

#### France

The west coast has the lowest pollen count, with a slight peak mid-May to mid-July. The south coast has some pollen year-round, with highest levels between March to July. Central Paris is bad news in the Spring for tree pollen; the best time to visit is from July onwards.

#### Greece

Pollen counts are high from mid-April to mid-June. The Summer drought shortens the season for most plants so grass pollen becomes less of a problem after this time, making



A successful first year

the islands in particular a suitable escape. Olive pollen is prolific but peaks in May and June.

#### Italy

The varied climate and topography means there are great regional differences in pollen concentrations. The grass pollen season runs from April to the end of June, with high counts in May in the Po valley and Milan area. Tree pollen may be around from February to March. In olivegrowing regions such as Tuscany and Puglia, June is the

peak month. The coast is the best place for hayfever sufferers as pollen counts are low in Sicily, Sardinia and along the Adriatic.

#### Scandinavia

The best time to visit is mid-July onwards. Tree pollens cause the most problems. Pine pollen counts can be very high from late May to mid-July.

The birch season starts earliest in Denmark, with pollen released in late April to early May. In south-east Sweden, May is the peak month and in central Sweden

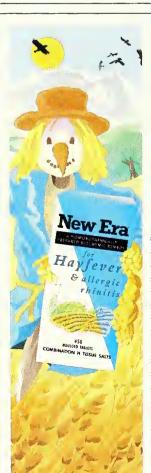
and Norway this period extends to mid-June. In the north and Finland birch pollen peaks from mid-May to the end of June. From June to mid-August, grass pollen counts tend to be moderate throughout Scandinavia.

#### Spain and Portugal

Pollen is around all year in the centre and south. Concentrations are high in February to May and worse from May to June. Olive pollen counts can be very high in May and June especially in southern-central and eastern Spain and central Portugal. Plane trees in the cities cause problems in May and June. Coastal regions are generally the best for hayfever sufferers, particularly northern Spain and exposed areas of the Algarve. Pollen counts are usually low in the Balearic islands, helped by the sea breezes.

#### The tropics

In the Caribbean, pollen counts peak between November and January and are low from August to October. The tropical islands have low pollen counts all year. In monsoon areas, pollen counts are at their lowest in the months before and during the rainly season; the worst times are just after the rains end.



# THE HOMOEOPATHIC HAYFEVER REMEDY THAT'S THE MOST POPULAR IN THE FIELD.

This Summer, more hayfever sufferers than ever before will be turning to a natural remedy. Thanks to a £1/4 million advertising campaign and an eyecatching new package design and display stand, the first thing they'll reach for (apart from a handkerchief) will be New Era 'H', the leading homoeopathically prepared hayfever remedy.

And with a significant rise in the numbers of doctors and pharmacists recommending combination 'H' to sufferers, sales are set to beat last year's massive increase of 20%.

So take advantage by ordering even more New Era 'H'. Not only the natural choice, but the popular choice as well.

New Era®
HOMOEOPATHIC PREPARATIONS
IT'S ONLY NATURAL



The latest showcard



On television from this month



#### It's well worth getting up your customers' noses this summer

- ▶ Unique OTC formulation: Only Resiston ONE can prevent <u>and</u> treat nasal hayfever, thanks to its combination of sodium cromoglycate and xylometazoline.
- ▶ £750,000 campaign: We're increasing demand with a massive seasonal promotion in national press, local radio and tube cards, plus editorial support. Ask for our eye-catching POS material to boost your sales.
- ▶ Stock up now for the hayfever season: For further information, please contact your wholesaler or call the Resiston ONE hotline on 0509 611001, ext. 45212.

Resiston<sup>®</sup> ONE

Hayfever prevention and treatment in one

FISONS Consumer Health





# Time-tested refreshment THE ORIGINAL EAU DE COLOGNE 200 YEARS OF INNOVATION

When the heat is on, today's travellers need to know they can keep their cool — whatever the temperature. One way which has stood the test of time is to use 4711 Original Eau de Cologne.

In fact travellers down through time have learnt to appreciate the benefits of 4711 Original Eau de Cologne. Little did Wilhelm Mülhens know 200 years ago, when he first manufactured 4711, that the natural ingredients would prove to be just as refreshing and revitalising today as they did all those years ago.

Today, when stress, bustle and tension seem to dominate our lives, it's not easy to keep cool. It's refreshing to know, therefore, that 4711 Original Eau de Cologne is on hand to help — all thanks to a Carthusian monk!

It was his wedding present to Wilhelm Mülhens that has

become the worldwide winner with the travel weary that we know today.

#### Miracle water

Wilhelm soon recognised the potential of the formula he had received for an ''Aqua Mirabilis'' (miracle water) and began producing the elixir himself, selling it under the name of ''The Water from Cologne''. Two years later, when Wilhelm's home city of Cologne was invaded by French troops, each house was given a number and the famous 4711 trademark was born.

Over the next 200 yers succeeding generations of the Mülhens family have continued the tradition. Today, this timeless product is still made to the same traditional and exacting standards.

Timeless it may be, but over the years 4711 Original Eau de Cologne has become an international traveller in its own right. A best seller around the world, with Alberto-Culver responsible for distribution in

the UK, 4711 may be steeped in history but sales just seem to go from strength to strength.

Such staying power is due to 4711 being as innovative today as it was when it was first launched. Long before aromatherapy became the buzz word in the beauty industry 4711 Original Eau de Cologne was busy stimulating the senses and soothing away weariness.

#### Sample issue

Watch out for the *Woman's Weekly* issue dated May 26. Each copy will carry a covermounted sample of 4711 Original Eau de Cologne. As a result many new users will be introduced to the soothing sensation that is 4711... so make sure you have the stock to meet the demand!

#### It's only natural

It's natural ingredients, which include essential oils of citrus fruits and a number of selected flower extracts, have been used down through the years to stimulate the body, revitalise the mind and refresh the senses.

Today modern science is recognising increasingly the benefits of aromatherapy as a means of refreshing both the body and mind. This, together with the increasing demand for all things natural, makes 4711 Original Lau de Cologne an unbeatable combination.

In today's world 4711 meets the needs of those people looking for a natural solution. 4711 Original Eau de Cologne is a soothing revitalising essence — but only if it's used right!

Contrary to popular opinion 4711 Original Eau de Cologne is not a fragrance. It's much more than that with its stimulating essences and aromas. Simply pour 4711 onto the hands, rub them together and inhale. The light, fresh aroma goes to work immediately and the effect is both refreshing and invigorating. When the going gets tough and the heat is on, more and more people are staying cool with 4711 Original Eau de Cologne.

#### Staying ahead

Success over such a long period of time only comes by staying in tune with the needs of the consumer. There are few products that can claim to have been around for 200 years — 4711 can and continues to go from strength to strength.





By understanding the needs of the consumer 4711 has stayed at the forefront of market developments. As the benefits of aromatherapy are appreciated more and more just remember that 4711 has been advocating this approach since the Eau de Cologne was first introduced.

Splash on the pulse points and it will revitalise and refresh immediately. Use in the bath to soothe and soak away the cares of the day. Either way 4711 Original Eau de Cologne is a winner!

And that's not all. Look out for some exciting additions to the range, including two new refillable bottles in 30ml and 90ml sizes and, ideal for travelling, packs of 4711 tissues are due to be launched later in the year. Individually foil-wrapped the tissues can be popped into any handbag or pocket ready for use when the heat is on!

Finally, don't forget 4711 Ice

— a cool solution to beat the
heat comprising essential oils
enriched with menthol. 4711
Original Eau de Cologne and
4711 Ice ... for your cool
customers!

4711 is distributed by Alberto-Culver. The company can be contacted at Houndsmill Industrial Estate, Telford Road, Basingstoke, Hampshire RH21 2YZ. Tel: 0256 57222. he market for insect repellents suffered during the first half of last year but with the arrival of hot weather in July, and the surge in latebooking holidays, there was an upswing in sales. The changeable climate created ideal breeding conditions for many biting insects, mosquitoes in particular, thereby increasing the need for more frequent protection.

Scholl Consumer Products believe that the insect repellent market has tremendous growth potential. Currently worth about £4m at RSP, it has quadrupled in the past five years and could double over

the next five.

Factors influencing the growth include increased awareness of the need for repellents and an increase in long-haul holidays to countries where biting insects are prevalent; this sector now accounts for 15 per cent of holiday sales.

Research has shown that nearly two-thirds of consumers use a repellent while on holiday abroad and just under one-fifth make their purchase in the resort. Scholl say that the siting of products such as Autan alongside suncare products can, therefore, prompt preholiday purchase and help pharmacists maximise sales.

pharmacists maximise sales.
Chefaro Proprietaries, who bought Jungle Formula last year, agree that there is tremendous potential for growth in this market as only about 5 per cent of consumers buy insect repellents.

buy insect repellents.

Users fall into two main categories — holiday-makers and recreational activity users. The largest group of purchasers are women buying for the family holiday. But although holiday-makers are the largest sector in total, the heaviest users are those people who indulge in some form of outdoor hobby such as angling, boating and walking.

#### Market activity

Autan sales grew by 10 per cent last year and it continues to be the clear brand leader in pharmacy with a 54 per cent share, up from 47 per cent in 1990. Scholl say that Autan is the only brand which is advertised regularly and last year's spend of over £300,000 will be increased this year.

Consumer promotions are planned through Boots and independents from this month to September, and in-store display material is available. Scholl are also offering samples at the Regents Park Open Air Theatre in London, visited by over 100,000 people last year. Autan moist wipe sachets will be given away with each programme purchased at the evening performances and sachets will also be available on request.

#### **INSECT REPELLENTS**

# The battle against the bugs



Insect repellents are a holiday item many customers ignore until they get bitten. But the nuisance value of biting insects can spoil a holiday and occasionally pose a serious hazard to health.



Crookes Healthcare have introduced a guide for consumers and pharmacy assistants entitled "Health and advice for common skin rashes", which includes insect bites among the indications for Hc45. A new counter unit, prepacked with 15×15g tubes, gives greater prominence to POS literature. A 24-page guide from Sun E45 gives "The answer to all your burning questions". Aimed primarily at consumers, the guide costs £0.50 (postage and packaging) and proceeds go to the Imperial Cancer Research Fund. Copies are available from "Sun E45 booklet", PO Box 12, Nottingham NG7 2GB

While the 50 species of mosquito found in Europe are more of a nuisance rather than a major threat to health, mosquitoes are known to carry over 100 diseases worldwide. In an attempt to create better awareness of the huge problem of malaria, Scholl have produced a consumer leaflet in association with the London School of Hygiene and Tropical Medicine. The leaflet details the risk of catching malaria and other diseases and also features average weather conditions of popular holiday destinations.

Because of the heavy use of insect real lart heavy the research and also features.

Because of the heavy use of insect repellents by outdoor hobbyists, Jungle Formula advertising will cover a wide range of holiday media, women's magazines and appropriate special interest publications. The £500,000 advertising and promotional package is the biggest ever for the brand which now ranks number two in the market with a 37 per cent share.



In-store promotions planned

Trade discounts and promotional offers are available from company representatives. "We offer our best discounts and promotions to the pharmacy trade and don't offer silly prices to other trade sectors which, all too often, are used to undercut pharmacy on core healthcare products," vouches managing director Nigel Dean.

Parlour Products, the UK

distributors of Mosquito Milk roll-on and gel, are donating 10p to Save the Children for every unit sold.

every unit sold.

Bonus offers are available on the Mijex range from J. Pickles & Sons this month and next.

Natrapel was launched late last year by Arrowmed Ltd. Containing oil of citronella in lotion and pump spray presentations, it was recommended by Which? magazine recently as an

Continued on p18

### cameras to be won!

#### and 100 photo albums for the runners-up

This competition is open only to pharmacy assistants.



F<mark>irst o</mark>f all dig out <mark>your favou</mark>rite holiday <mark>photo; it ca</mark>n be anything fro<mark>m a</mark> humorous situation to a beautiful romantic setting, or simply a picture of your family or friends.

Make sure you write you<mark>r name and</mark> pharmacy address on the reverse of the photo, and that you have kept a copy for yourself as we cannot return any photographs once they are entered into the competition.

Then all you have to do is read the passage about cold sores and BRUSH OFF Cold Sore Treatment, and answer the questions on the entry coupon. If you answer the questions correctly, you gain entry into the photo competition.

There are 50 cameras to be won, and 100 photo albums as runners up prizes. These will be delivered to you by your local Napp Sales Representative.

#### Cold sores and Brush Off

A cold sore is a loca<mark>lised</mark> inflammation, usually on the lips, caused by a Herpes Simplex Type I virus infection.

The cold sore virus is usually caught in early childhood by kissing an infected p<mark>erson or sharing their hous</mark>ehol<mark>d items such as towels</mark>, cups or cutlery.

Cold sores keep coming back because once a person has caught the virus it travels through the skin a<mark>nd up</mark> a nerve, where it lies dormant until re<mark>activa</mark>ted.

Various things including colds, flu, tummy upset, periods, tiredness, stress and sunlight can reactivate the virus which then travels back down the nerve to the skin and causes a cold sore.

Cold sores cannot be cured permanently, but they can be treated when they recur and made to heal faster. The earlier a cold sore is treated the better as the virus is most active within the first 24 hours after tingling starts.

BRUSH OFF Cold Sore Treatment actually treats cold sores so speeds up healing and relieves symptoms; most other cold sore products that you can recommend merely relieve the symptoms of a cold sore and do not treat the

BRUSH OFF is a solution of povidone - iodine, an established germicide which has been shown to be effective in killing all classes of micro-organisms. It follows, therefore, that BRUSH OFF should kill the cold sore virus at site. In addition it helps prevent widespread and prolonged bacterial infection which may occur.

Cold sores have a habit of striking at most inconvenient times – especially on holiday when the lips are exposed to strong sunlight. Your customers should always keep a bottle of BRUSH OFF in reserve so they can treat the cold sore at the earliest opportunity to speed up healing and relieve

BRUSH OFF comes in a bottle with a convenient brush attached to the lid, much like a nail varnish bottle — for easy and hygienic application twice a day. Recommend **BRUSH OFF** and keep it on display to encourage your customers to help themselves to fast, effective treatment for cold sores.



<mark>Consumer P</mark>roducts Division, Napp <mark>Laborato</mark>ries Lim<mark>ited,</mark> Cambridge Science Park, Milton Road, Cambridge, CB4 4GW R NAPP BRUSH OFF and the NAPP device are Registered Trade Marks © Napp Laboratories Limited, 1992.

#### Brush Off® COLD SORE TREATMENT



| Question 1   | What causes cold sores?  |
|--------------|--|
| Question 2   | Name 3 things which can reactivate the virus?                  |
| Question 3   | When is the best time to treat a cold sore?                    |
| Question 4   | Why should your customers take BRUSH OFF with them on holiday? |
| PHARMACY ADD | rted form, together with you <mark>r ho</mark> liday photo to: |

BRUSH OFF Holiday Photo Competition, Napp Consumer Products Division, Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge. CB4 4GW

- RVILES

  1. All entries must be made on a Napp Consumer Products Division Reply Coupon. All entries become the property of Napp Consumer Products Division.

  2. The Competition is open to non-qualified counterstaff only. It is not open to employees of Napp Laboratories Limited, their families or the companies' agencies.

  3. The closing date is 20th July, 1992. Entries arriving after this date will not be accepted. A All entries will be examined by the judges. The judge's decision is final and no correspondence will be entered into.

  5. Winners' names will be available on request after the closing date of the competition.



Chemist Brokers predict that TCP liquid antiseptic will experience 10 per cent year-on-year growth this Summer, backed by a £750,000 advertising spend for the range in women's magazines and national newspapers during the main purchasing season (May to September).
"Because packing space is always limited it makes sense for retailers to recommend one product which can provide relief for a number of problems quickly and effectively, such as the 50ml liquid," says director Arthur McCarten

#### Continued from p16

alternative to DEET preparations which sometimes causes adverse reactions.

#### Once bitten...

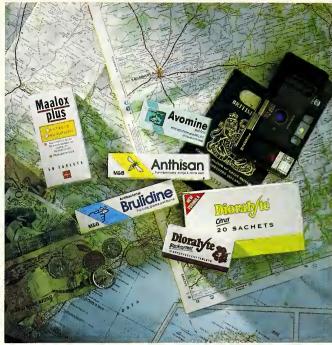
Sales of insect bite creams average about 1 million tubes a year, mostly between June and September, say Rybar Laboratories Ltd.

While hydrocortisone creams have taken a small share of the market, most sales are still based on the traditional antihistamine plus added ingredients such as calamine and cetrimide. Last year, sales dropped by about 15-20 per cent, mainly because of the poor early Summer and a reduction in overseas holidays.

RBC cream is being supported by a competition for pharmacy staff who have to complete a jingle to win up to £100 first prize. Entry forms are being distributed by sales representatives

Chancellor Group Ltd are changing the pack design for Stingose as they believe the blister pack is cumbersome and difficult to display without adequate hanging space. The product is now packed in a lipstick-style carton, 12 to a display outer. The company has decided to absorb the increases in price of raw materials and not pass them on to the end user.

Promotional activities for the coming season include advertisements in the mother and baby Press, the dailies and



Rhône-Poulenc Rorer are promoting all their holiday products together

specialist Press, together with reader offers, leaflets and new POS material.

Chancellor remind pharmacists that, as the aluminium ions in Stingose act by denaturing venoms and toxins, the key to success is to

use the product within four minutes, although good results can be achieved later if the person was not immediately aware of being bitten. It may be reapplied if required, but this is not usually necessary. Stingose should therefore be considered as a first aid item to be carried on all trips and in first aid kits.

Anthisan, the marketleading antihistamine cream with a 63 per cent market share, will be supported this Summer in a joint campaign with Avomine costing £250,000.

Napp Consumer Products Division claim that Wasp-eze is the second largest brand in the market with over 30 per cent share. An advertising campaign and in-store support package are in the final planning stages.

Combe International Ltd will be advertising Lana-sting in the national Press during the peak Summer sales period. A new security display is available containing four units of spray and six units of cream.

Swarm insect bite cream is on bonus from J. Pickles & Sons this month and next.

Zyma Healthcare are backing their anti-pruritic, Eurax with a new bonus stock and display promotion. There will be an extra bonus if the counter unit is on display when the local representative calls. The company says that the brand grew by 30 per cent in value and 16 per cent in volume last year.

Torbet Laboratories Ltd are offering Buzpel insect repellent wipes on bonus of 12 invoiced as 11 until June 30. Advertising, starting in June, will concentrate on the Sunday newspapers and magazines, together with publications associated with outdoor pursuits such as angling, camping and gardening.

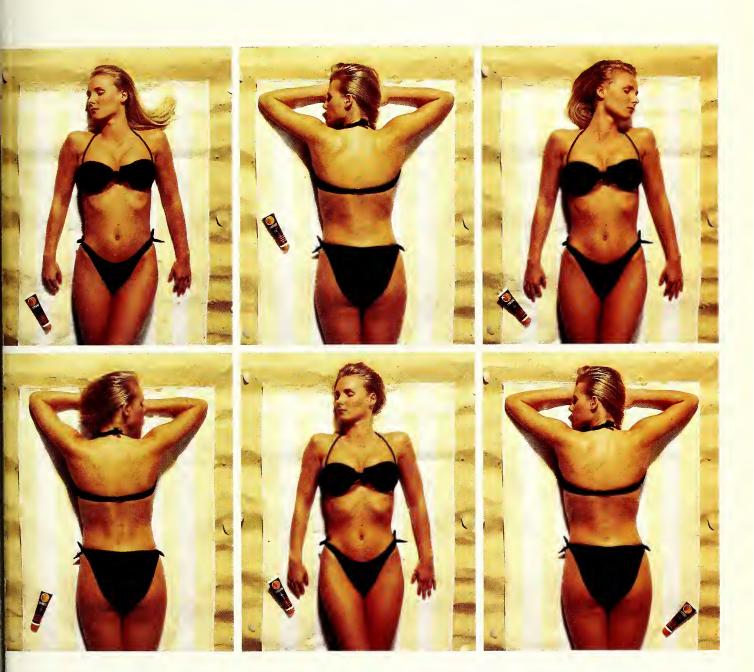


On discount with new counter display



Advertising to outdoor hobbyists

# UVISTAT'S TURNOVER IS UP 16%.



When the market was in ecline, we were on the limb: a 16% increase in sales alue over a year and constent growth over 3 years.

It's not that surprising hen you consider the roduct. Uvistat has pioneered a range of sun creams and lotions which give you the broadest spectrum protection available.

The really good news for you is that unlike any other major suncare brand, Uvistat and Babysun are sold exclu-

sively through the pharmacy.

So you could be on a lot of people's shopping lists this year. Especially when they've seen the £1 million worth of national advertising, PR and direct mail.

Before you turn over the

page, contact your territory manager for more details and the special pharmacy bonus deals for the 1992 season. Just call 0344 484448.



Nicisen Consumer Data; Total sil outlots, ssles vsiuo 12 months onding August 1991.

#### STOMACH UPSETS

# The route to digestive chaos

It's a well known adage that travel broadens the mind and loosens the bowels. It also plays havoc with the digestion in other ways.

t has been estimated that as many as one in two people travelling outside the temperate zones will have diarrhoea during a two week holiday

Because anti-diarrhoeals are often bought just in case, the market suffered last year as the recession meant fewer holidays abroad. But manufacturers are optimistic that sales will pick up again as many of the people who missed their trip last year are determined to make up for it in 1992

Mintel estimate that sales of antí-diarrhoeals reached £14m last year, an annual increase of 7.6 per cent at current prices and 2.9 per cent in real terms. Smithkline Beecham Health and Personal Care UK predict that the market will be worth

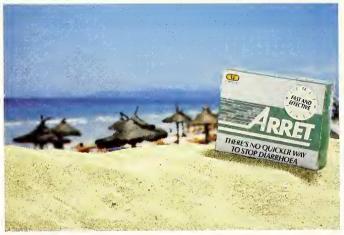
£18.5m this year.
Although demand for remedies for diarrhoea and stomach upsets peak during holíday times, there is a steady demand during the rest of the vear. About 4 million people a year present themselves to GPs with diarrhoea, according to Rhône-Poulenc Rorer, who say that 62 per cent of sales of Diarolyte occur between February to April and August to October.

For the first time RPR will be promoting all their holiday health products together with a total spend of £500,000. All products will benefit from POS support, consumer promotions via women's magazines, educational materials and public relations covering local and national Press and radio.

Janssen pharmacy division are supporting Arret with a Press and public relations campaign throughout the Summer. Information packs detailing professional holiday health advice are being targeted at the major weekly and monthly magazines plus national and local Press. A new consumer leaflet entitled
''Don't let an upset tummy
upset your holiday'' is being
made available to all consumers vía editorial write-ins.

As an incentive to pharmacists, Janssen are offering trade margins of 33 per cent basic POR. In cash terms this means £1.12 profit on a single 12-pack size, excluding bonuses and discounts.

A recent study in community pharmacies



Press and public relations support all Summer

showed that Arret controlled diarrhoea in just under three hours on average compared with over 19 hours for kaolin and morphine mixture (C&D, May 2, p743). Smithkline Beecham say

they will be advertising the Diocalm brand extensively again this year. There will be display units, leaflets and POS material for pharmacists. The consumer leaflets explain how to treat diarrhoea, as well as the do's and don't's to observe

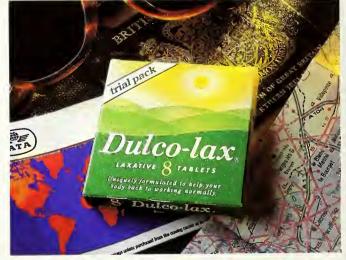
while travelling.

Monmouth Pharmaceuticals are promoting Enterosan with window showcards, display units, shelf-edgers and till wobblers, being distributed by Windsor territory managers. The campaign is designed to peak in line with the main

holiday period with full-colour Adshel posters within 400 yards of pharmacies, encouraging consumers to "ask your chemist" for Enterosan for holiday diarrhoea and stomach upsets.

Rybar are running a competition for pharmacy staff who can win up to £100 for completing a (publishable!) jingle about Opazimes stopping "the runs". Entry forms are being distributed by sales representatives and the closing date is July 17.

This Summer Napp Consumer Products Division are to advertise the convenience of J. Collis



Competition forms part of £500,000 spend



Extensive promotion again this year

Browne's tablets, which have also been repackaged to reflect the brand's heritage.

#### Remember laxatives!

According to Windsor Healthcare, travellers are as likely to suffer from constipation as diarrhoea when on holiday. Lack of fluids, a change of diet or just a change of routine is often all that is needed. Yet few pharmacists recommend a laxative when offering advice on holiday medicines.

Windsor believe that the recently-launched Dulco-lax eight tablet pack, suitable for slipping in a suitcase, has contributed significantly to the brand's growth.

"Despite the fact that the laxative market is in decline, we have seen over 22 per cent increase in volume and nearly 28 per cent increase in value for Dulco-lax this year to date, says brands dévelopment manager Ruth Higham. The eight tablet pack is an ideal trial size and has encouraged repeat purchase, she says.

The possible need to recommend a laxative when advising on holiday remedies is highlighted in a pharmacy assistant competition which

aims to create a greater understanding of constipation. The promotion forms part of this year's £500,000 spend.

Crookes Healthcare estimate the laxative market to be worth about £26m, with Nylax number two in pharmacy.

Over-indulgence in unfamiliar exotic food and drink is often a cause of indigestion on holiday abroad. Research by Warner Lambert Healthcare found that 30 per cent of adults cite exotic or excessive eating or drinking, which is frequently associated with holidays, as the usual cause of their indigestion and 60 per cent said this was occasionally the cause. Several of those questioned said that even travelling brought on their indigestion and it appears that men are twice as likely as women to suffer, especially in the 16-24 age group.

The company recommends displaying Remegel alongside other holiday items; it is being supported by national television advertising worth £2.5m.

Rhône-Poulenc Rorer are putting £250,000 behind

Maalox, with a special push for Maalox Plus tablets. Recent advertising in consumer magazines attracted 40,000 requests for samples.



#### Tickets, passports and.

#### A check list for your holiday travel stocks

Medicines Analgesics Anti-diarrhoeals and oral rehydration products<sup>\*</sup> Anti-malarials\*

Hayfever remedies\* Indigestion remedies\* Travel sickness remedies\*

For babies Ready-to-feed milks Babydrinks Babymeals in jars for travelling Sunscreens Sunblock sticks After sun preparations Insect repellents\* Insect bite remedies\* Antiseptic creams/ wipes/dry sprays

**Topical preparations** 

Babywipes Disposable nappies

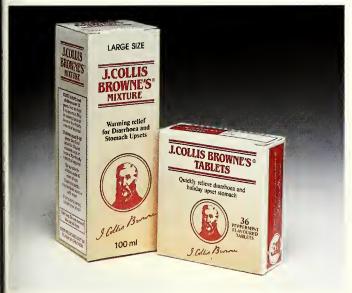
Other ideas for the "holiday window"

Sunglasses Photographic films Batteries Small electricals\* Water sterilising tablets Ear plugs, for swimming or noise elimination Moist wipes

Deodorants

Exercise sandals Toilet bags Sachets or small leakproof bottles of shampoo Condoms Glucose sweets Tweezers Small packets of tissues

\* Further information elsewhere in this supplement.



Convenience of tablets to be advertised



The effective and convenient deterrent against biting and stinging insects

> pyrethrum to protect for up to 8 hours against midges, mosquitoes and other biting and stinging insects.

Attractively boxed in 10's for impulse purchase or recommendation.

Available through your usual wholesalers or direct from

**TORBET LABORATORIES LTD** Broughton House, Earl Street, Maidstone,

Kent ME14 1PF Telephone: 0622-762269

Telex: 965194 LEGAT G Fax: 0622-764046



outdoor pursuits.

early a quarter of households have a travel sickness sufferer, say Stafford-Miller, and cars seem to be the worst culprit. So if people stay at home and explore Britain this year instead of travelling abroad, the market is unlikely to suffer. Last year 34 million people took their holidays in Britain compared with 20 million who went overseas.

Research shows that sales of travel sickness remedies are highly dependent on pharmacy recommendation, with 40 per cent of consumers choosing a brand because it was recommended by the pharmacist.

The market is fairly static at about £2.7-4 million rsp. Stugeron is market leader in both cash (26 per cent) and units (28 per cent). Janssen pharmacy division say that antihistamines continue to dominate the market with a 58 per cent unit share compared with hyoscine-containing brands which have 31 per cent.

#### TRAVEL SICKNESS

#### **Consumers** influenced by pharmacists

Push-bikes are the only man-made form of transport reputed not to cause motion sickness. So unless cycling holidays take off in a big way this Summer, pharmacies can expect the usual peak in demand for remedies.

In cash terms the split is 55 per cent: 29 per cent. These figures are based purely on OTC sales and exclude any counter packs of Stugeron which may be used to fill prescriptions.

Stugeron is available on bonus either from representatives or direct from

the company. Stafford-Miller say that Joyrides are brand leaders in the

children's market and sales increased 9 per cent in value last year.

The packaging has been redesigned for the coming season; a picture of a family communicates that the product is suitable for adults as well as children. The brand will receive coverage during the Summer on radio stations across the UK.

For the trade there is chance

to win a trip to Eurodisney, plus 25 runner-up prizes of £100 holiday vouchers. A presenter in question and answer format will be mailed to all pharmacies during July and is also available from company representatives. To qualify for the prize, pharmacists must be displaying at least one of the POS materials which include posters, showcards, and giant packs in the new livery

Crookes Healthcare believe that Sea-legs is the fastest growing brand in terms of turnover and accounts for one in five of all OTC travel sickness remedies, having responded well to last year's consumer Press education programme. The programme will be developed further this year.



Available on bonus

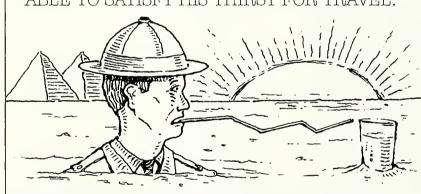


Win a trip to Eurodisney



Endorsed by St John Ambulance

"THANKS TO KABIGLOBULIN, CARRINGTON WAS ABLE TO SATISFY HIS THIRST FOR TRAVEL."



#### KABIGLOBULIN® - THE LEAST EXPENSIVE\* HUMAN NORMAL IMMUNOGLOBULIN FOR PROTECTION AGAINST HEPATITIS A.

KABIGLOBULIN is now the least expensive\* Human Normal Immunoglobulin with the reassurance of stringent quality control, making it the obvious choice for your patients with a thirst for travel - especially those travelling to any region with poor standards of food and water hygiene.
\*Least Expensive at time of Printing. Ex MIMS. MAR: 1992.



A Fact sheet entitled "Common Questions answered" is available from the Hospital Products Division, Kabi Pharmacia Limited, Davy Avenue,

Milton Keynes, Bucks. MK5 8PH.

FORMATIO

Presentation: Ampoules containing 2ml or 5ml Human Normal Immunoglobulin solution 16%. The active constituent is gamma globulin. Uses: Main pharmacological action; to provide prophylactic and therapeutic passive immunity against infectious diseases.

ESC'BIB

Indications: Prophylaxis against infectious hepatitis (Hepatitis A). Dosage and Administration: By intramuscular injection only. Hepatitis A prophylaxis, for up to 3 months in adults and children 0.02 - 0.04 ml/kg bw. For people visting highly endemic areas or requiring 4 - 5 months prophylactic cover 0.06 - 0.12 ml/kg bw.

prophyractic cover 0.06 - 0.12 mings ow.

Contra-indications, Warnings, etc: Kabiglobulin should not be given at the same time as live vaccines e.g. measles, mumps, rubella, oral polio. If Kabiglobulin (2ml) has been administered, these vaccines should not be given for 3 months. This period should be increased to 4 months for the 5 ml injection. Following administration of live vaccines, a period of 2 - 3

weeks should elapse before giving Kahiglobulin. Kabiglobulin may be given at the same time as tetanus, typhoid, cholera, diphtheria, polio (inactivated forms) and yellow fever.

Side Effects: In exceptional cases, IM it

Pharmaceutical Precautions: Store between 2°C and 8°C. Legal Category: POM.

Package Quantities: Ampoules of 2.0ml and 5.0ml. PL Number: 0022/5009

Price: 2ml ampoule £2.85, 5ml ampoule £6.15.

KV1381/3/92

Further Information is available from – Kabi Pharmacia Limited, Davy Avenue, Knowlhill, Milton Keynes, Bucks MK5 8PH.



#### New window display

Sea-legs was recently awarded an official endorsement by St John's Ambulance medical standing committee. This means St John brigade members can recommend the product to the public and Sea-legs can carry the organisation's black cross logo on-pack. It is the only travel sickness product to be endorsed by this charity. St John Ambulance has also

given its support to a new Sealegs sponsored guide on travel health, being made available to pharmacies this month. Entitled "Happy and healthy holidays with Sea-legs", it offers pre- and post-travel information and health advice to able-bodied and disabled travellers at home or abroad.

Kwells has the professional endorsement of the Royal National Lifeboat Institution and British Airways. During July and August Roche Nicholas Consumer Healthcare are running an advertising campaign in key women's magazines such as Bella, Woman and Woman's Own, and TV magazines. At the same time, display units are available to independent pharmacies from company representatives. Rhône-Poulenc Rorer are

supporting Avomine with a £250,000 campaign which also includes Anthisan. Half the sales of Avomine occur between April and August.

#### The adventure starts here

Turnpike Lane in North London is not a place one would think of as a first stop for world travellers. But they come here to stock up with medical advice and supplies from the specialist Nomad Pharmacy. Superintendent pharmacist Larry Goodyer believes pharmacists have a lot to offer in this area....

It's not just the erected tent in the front shop, the walking boots and the mountain gear that distinguish Nomad Pharmacy from any other.

A major difference is that most of the "patients" are healthy and about to embark on a year's trip round the world, an African safari or some other major adventure.

That's what hospital pharmacist Delyth James found so refreshing when she did her first locum there last month. ''It's such a pleasant change meeting people who are healthy and excited about going away somewhere interesting. It's not like work at all. Instead of feeling sorry for sick patients I'm turning green with envy across the counter!" she said.

Nomad Pharmacy opened a year and a half ago, specifically to give advice to travellers. Most customers are young people who are planning long haul excursions for three months or more and want to know what medicines and first aid equipment to take with them. They often come by appointment as it can take up to an hour for the pharmacist on duty to make records of where they are going, previous medical problems, current medication and so on, and advise on what vaccinations, anti-malarials and other items they will need.

The pharmacy does not have an NHS contract but dispenses private prescriptions. Beside medicines, the products on sale are all related to travel and holidays such as sunscreens, insect repellents, dressings and films. Ready-made all-purpose kits range from packs for individuals to a £300 kit for tour operators who are taking a dozen or so people on a truck somewhere. Vaccinations are



carried out by a doctor or a nurse on Saturdays (and Thursday evenings in the Summer) in a separate area which is also a designated Yellow Fever Centre.

The idea was the inspiration of Larry Goodyer's non pharmacist brother Paul, who ran the shop initially as a centre for camping equipment. A keen traveller since the age of 16, Paul has always been aware of the need to take the correct medical supplies "mainly because the only thing that ever stopped me travelling was being ill."
He discussed the possibility

of opening a pharmacy with Larry, who is a teacherpractitioner at King's College Chelsea department of pharmacy and Charing Cross Hospital, and they spent six months on research before creating a specialist area at the back of the shop. In Winter the pharmacy is open on two weekday

afternoons and all day

Saturday but it operates longer hours from mid-May, the start of the overland tour season

'I'm very interested in the role of pharmacists in travel medicine as I believe there's a lot they can do in this area," says Larry. "Advising on first aid equipment, pain-killers, treatments for diarrhoea, etc, is well within the expertise of the pharmacist. GPs often don't have the time for this very important aspect of health."

The pharmacist can also offer general health education to travellers, for example, skin problems are often not anticipated by those going to tropical countries. Because of the warm damp climate and poor wound management, cuts can easily become infected and turn into tropical ulcers which are difficult to heal. Good wound cleansing, proper dressings and antiseptic dry sprays are useful preventive measures.

Continued on p24



#### **ENJOY YOUR HOLIDAY MO** D THE LOCAL NIGHT

Jungle Formula is safe, effective, and easy to use. And it contains more active ingredient than any other leading repellent. So you can say good night, bonsoir and buenas noches, to any unwanted advances.

#### Continued from p23

The pharmacist can also offer general health education to travellers, for example, skin problems are often not anticipated by those going to tropical countries. Because of the warm damp climate and poor wound management, cuts can easily become infected and turn into tropical ulcers which are difficult to heal. Good wound cleansing, proper dressings and antiseptic dry sprays are important.

Larry is seeking grants to further his research at Chelsea into the pharmacist's role in travel medicine. In one project a student is carrying out a small survey asking pharmacists what they would recommend

for travellers to a third world country and another is investigating the advice given on malaria prophylaxis. While Nomad specialises

While Nomad specialises mostly on long term excursions, the two or three week "package" to Africa and other more exotic destinations is a growing market that offers potential to most pharmacies. Nomad can now give other pharmacists the benefit of its experience by supplying them at trade prices with sterile packs (see opposite), iodine tincture for water purification, and the Fite Bite kit containing concentrated DEET solution with wrist and ankle bands. The medical kits have transparent covers and a list of contents in three languages to

avoid difficulties with customs. Orders over £50 are post-free.

When asked what was the most unusual place a customer had ever been to, Paul said: "I don't think there are any unusual places any more! Destinations range from tropical rain forests to the top of the Himalayas. But people do seem to take risks. It's incredible the routes they sometimes plan — we know they won't get half way round! One person wanted to carry his own Haemaccel infusion and a giving set to administer it himself, but we managed to talk him out of it.

"Being a pharmacy, we adopt very ethical procedures and don't sell people things they don't need. For example, we would supply antibiotics on a private prescription for someone to take in case they caught an infection, but we would strongly recommend that they took them only under medical advice if possible."

medical advice if possible."
Both brothers have travelled extensively. Paul has survived "a horrible variety of illnesses," so is well qualified to encourage others to take health advice.

Larry has been to India, Egypt, the Far East and Australia, mostly with his wife—a nurse who helps with the vaccinations. But the arrival of Goodyer junior this Spring has curbed their spirit of adventure—for this year anyway. 3 Turnpike Lane, London N8 OPX. Tel: 081-889 7014.



#### **FIRST AID KITS**

### When it's more than just a beach

Many holidaymakers are looking for more than just a beach and a sun tan. Camel sorties in the desert, wilderness experiences and ethnic encounters are now readily available as packages from the more adventurous tour companies. But when wondering what to take with them to remote destinations, customers may need to look beyond basic kits to something more sophisticated.

he March Holiday Which? advised readers to make up their own holiday medical kits by buying individual items from pharmacies. The cost, at under £18 for the products recommended, would be less than buying ready-made kits (see table).

When taking sterile equipment, the magazine recommended asking a doctor's advice first and said it was better to buy a ready-made pack with the contents clearly stated on the outside to avoid problems at customs.

For visits to developing countries, the Which? experts preferred the Dixon Sterikit medical emergency pack

(£13.95) containing sterilised equipment for use only by professional personnel, such as needles, syringes and a blood giving set. The kit has the approval of the National Pharmaceutical Association and the Department of Health and is listed in the latter's Travellers Guide to Health leaflet.

Dixon Community Care also produce Protectapack (£7.95) for reassurance when travelling where hygiene standards are poor. It contains latex gloves, anti-viral soap and tissues, a resuscitation aid, plasters, toilet seat covers, Puritabs and a first aid guidance card.

A twin pack containing both kits is available (£19.95). The company can supply leaflets



and display stand. With the increasing awareness of the risk of AIDS and hepatitis B, Homeway Ltd report a growing demand for sterile medical packs from travellers going to countries where sterile facilities are not always available.

Their injection kit for travellers to the Middle East, Far East, South America and Africa (£10.15) contains equipment such as syringes, needles, swabs and dressings in a nylon-zipped water-resistant bag. The Homeway pack is distributed through AAH and Unichem.

Nomad Pharmacy (see p23) can supply four sterile packs for travellers to Africa, Asia and South America. The injection kit (£4.99) is for areas where good medical centres are within easy reach. The needles are for medical personnel to use, for example in case of an accident. The basic kit (£6.99) is the same, plus enough sterile equipment to allow treatment to start before transfer to a reliable medical centre

The standard kit (£12.95) contains all the items in the basic kit and some more advanced equipment such as suture material, dental needle and sterile gloves. The comprehensive kit (£29.95) allows for longer courses of treatment and is designed for travel in areas not within easy reach of good medical facilities.

Gregson First Aid Systems are introducing their first aid kits into pharmacies this season, after selling over 35,000 packs through 500 outdoor leisure outlets nationwide since 1987. They say that pharmacists do not see themselves as an ideal source for first aid kits, but research has shown that over 50 per cent of consumers mention "the chemist" when asked where they would expect to buy these items.

The Gregson system contains a selection of dressings, plasters and ancillary items packed into individual compartments labelled according to their purpose, for example "bleeding", "fractures" and

''burns''. Each is accompanied by instructions on how to cope with emergencies, with emphasis on resuscitation.

From June there will be Gregson Life-saver packs aimed at motorists, the family, industry, mountaineers and water sports enthusiasts (£26.96), as well as a Pocket Life-saver (£12). A retail starter pack containing a selection of the products will be available to pharmacies for less than £100. POS includes demonstration boards and leaflets. The items are available direct from Gregson First Aid Systems, Solway Trading Estate, Maryport, Cumbria, CA15 8NF. Tel: 0900 818276.

Closer to home, Smith and Nephew manufacture a selection of Elastoplast first aid kits suitable for the growing numbers taking motoring and caravanning holidays. They recommend the domestic kit as the ideal size for the average family. It contains plasters, dressings, antiseptic wipes and microporous tapes.

Robinson Healthcare say Spring and Summer see the greatest demand for plasters, with school holidays and the increase in outdoor activity. New packs of Fast Aid stretch fabric and washproof strips include free scissors.

#### Which? DIY kit

- 1. Sterile non-adhesive dressings (Melolin) five  $5 \times 5$ cm, three  $10 \times 10$ cm. 2. Five  $8.3 \times 6$ cm adhesive sterile dressings (Primapore).
- 3. Ten antiseptic wipes. 4. Sterile dressings (Propax) for severe bleeding — one 18×17.5cm, one 13×9cm, two 10×8cm.
- One triangular cloth
- bandage. 6. 5m×2.5cm roll Micropore
- tape.
  7. Tweezers.
  8. Scissors.
- 9. Five safety pins.10. Assorted stretch fabric plasters (24). 11. Crepe bandages —
- $4.5 \text{m} \times 5 \text{cm}$ , and
- 4.5m×7.5cm.

#### **ADVANCE PROTECTION**

#### Advising on vaccination

Yellow fever is now the only vaccination that is compulsory for international travel — and then only for visitors to certain countries. But vaccination against this and other diseases is still highly recommended for many travellers. The following is a general guide.

Cholera Risk areas include Africa, Asia, Middle East and South America, particularly where sanitation is poor. Vaccination gives poor protection and is of questionable value unless there is currently an epidemic in the country concerned. Although vaccination certificates are not mandatory, some countries may unofficially request evidence of vaccination and travellers may experience difficulty on entry without it. Timing — Two doses, the second after four weeks or seven days if rapid immunisation is necessary. The vaccination certificate is valid from six days after the first dose or immediately if a booster is given within six months of primary immunisation. The certificate is valid for six months

Hepatitis A This is endemic in all countries except Europe, North America, Australia and New Zealand. High risk areas include Africa, the far East, Middle East and Central and South America. Hepatitis A is caught from contaminated food or water and is particularly prevalent in conditions of poor

hygiene and sanitation. Timing — Two doses of inactivated hepatitis A vaccine (Havrix) spaced two weeks to one month apart. This provides immunity for at least one year. A booster dose between six months to one year can confer immunity for up to ten years. No dose has been established for children under 16.

Alternatively, protection may be obtained with human normal immunoglobulin; repeat doses are needed after five to six months. Hepatitis B The virus is prevalent world-wide and is transmitted by intimate and sexual contact with an infected person or by infected blood and needles, as in AIDS. It is highly endemic in Africa, much of South America, South-East Asia, China and the Pacific Islands, except Australia and New Zealand. The WHO suggests that vaccination should be considered for people undertaking extended or frequent travel to these countries. The Department of Health also recommends taking a travel kit for use in medical

emergencies (see opposite).

Continued on p26

#### Oral typhoid vaccine

Evans Medical are soon to launch Vivotif, the first oral typhoid vaccine. It contains a live attenuated strain of *S. Typhi*, whereas the conventional parenteral vaccine consists of heat and phenol inactivated organisms. A course of three capsules is taken on days one, three and five.

Evans Medical say that the new vaccine is as effective as other typhoid vaccines but avoids the unpleasant local and systemic side effects. At the time of going to press, availability was expected this month or next. The company adds that there are about 200 cases of typhoid a year in the UK, 80 per cent of which are "imported" — mainly from the Indian sub-continent.



#### FISH ALL DAY **OUT GETTING A BIT**

Jungle Formula is safe, effective, and easy to use. And it contains more active ingredient than any other leading repellent. So the only flies you'll see all day are the ones on the end of your line.

#### Continued from p25

Timing — Three doses, the second at one month and the third at six months after the initial dose. Where more rapid immunisation is required, the third dose may be given at two months. This recommended schedule should confer immunity for three to five

Meningitis (A&C) Vaccination

is recommended for travellers to areas where the disease is endemic, for example, India and most of the sub-Saharan region of Africa. Timing — Single dose.

Immunity with Acvax lasts for five years in adults and children over five (one to two years in children under two). With Mengivac AC protection lasts for about three years in adults and children over 18 months. Vaccination is valid after 10-15 days.

Polio Protection is recommended for everyone travelling outside North America, Australasia and the Northern Mediterranean, and particularly for long-term travellers to the developing countries. The disease is transmitted by direct contact with an infected person, rarely by contaminated water or food. Timing — Three doses orally at not less than four week intervals for those previously unvaccinated. A booster dose is recommended for those vaccinated more than ten years

Tetanus All travellers are advised to ensure they have had a booster within the previous ten years. The disease is prevalent world-wide but is particularly dangerous where medical facilities are not available for immediate treatment.

Timing — Usually the triple vaccine is given in children, but those not previously immunised will need a full course of three injections at monthly intervals. Booster doses are given after ten years.

Tuberculosis The WHO recommends BCG vaccination for children and young adults expected to make an extended stay in highly endemic areas such as Asia, Africa, Central and South America. Vaccination is particularly

advisable for those who will be living closely alongside the indigenous population and for ethnic groups visiting their country of origin. It is not necessary for short visits when staying in international style hotels, nor for those already vaccinated.

Timing — Skin test and injection at least two months béfore departure.

Typhoid Recommended for travellers to places where sanitation is primitive. This is usually considered to include everywhere except Australia, New Zealand, Europe and North America. The disease is caught from contaminated food, milk and water. Timing — Two injections, four to six weeks apart (or ten days if rapid immunisation is necessary). A booster is necessary after three years (or after one year then every three years if the rapid course was

given). Yellow fever Risk areas are Africa and South America. Many countries require a valid International Certificate of Vaccination from travellers arriving from infected areas or countries with infected areas. As these requirements can change at short notice, it is best to seek up-to-date advice from one of the sources listed below. As the disease is spread by infected mosquitoes precautions should be taken to avoid being bitten.

Timing — Vaccination is performed at designated Yellow Fever Centres, at least 10 days before travel. The certificate is valid from the tenth day after vaccination (or immediately if revaccinated within ten years) and lasts for ten years.

#### Multiple immunisations

Most inactivated vaccines can be given together safely, as can inactivated and live virus vaccines. If two live virus vaccines (eg yellow fever, polio) are needed they should be given at different sites or at an interval of at least three weeks. A live vaccine should be given at least three weeks before or three months after human normal immunoglobulin, although the latter can be given simultaneously with yellow fever vaccine. Travellers needing more than one vaccination should ideally plan a schedule starting two months before departure.

#### More details

Detailed information about which vaccinations are required for which countries is available to National Pharmaceutical Association members from the information department. A current list of "Vaccine requirements for travellers abroad" is also available to non-members for a small fee.

The Department of Health publishes leaflets on health advice for travellers which list vaccination requirements, updated daily on Prestel. It is widely available from travel agents or from the health literature line on 0800 555777. The latest edition, T4, was expected as C&D went to press.

Merieux vaccination information service (0628 785291) provides information to health professionals only, while MASTA (071-631 4408) offers a personal advisory service to patients (for a fee).

#### ELECTRICALS

#### 'Get together with travel agents'

harmacists should look for opportunities to work with local travel agents and jointly promote holidays alongside travel products, suggests Andrew Tufft, product

manager for Pifco.
''Until the holiday sector improves late bookings will prove to be the rule, which means that many purchases of travel products will tend to be on impulse," he explains. "Pharmacists will therefore have to work hard for each sale, and one way of doing this is through interesting and eyecatching displays.

In general, the market for travel products has followed trends in the UK economy. While unit growth has declined, the overall value has slightly increased over the past

But long term growth is assured, says Mr Tufft, because once the recession ends consumers will have more disposable income to spend on

holidays and, consequently, on travel products. Traditionally the market was seen as Summer-based, but with the increase in Winter holidays and the Christmas gift market, these items are becoming far less seasonal.

There has also been a growing demand from the business community for ''professional'' travel accessories, which has prompted Pifco to introduce a travel steamer (£15.99) to remove creases from clothing.

David Williams, product manager for Russell Hobbs, says their travel hairdryer has sold particularly well since registering as a Which? best buy last year.

New to the Carmen range is a set of 10 heated rollers called Set to Go, with a fast heat-up time and universal voltage.

Philips point out that consumers in general have a higher mobility than they did five years ago, with more people travelling for business purposes, not just holidays.



Philips are launching a new travel dryer

For customers who prefer complementary medicines as travelling companions, here are some suggestions from manufacturers:

A. Nelson & Co Ltd Homoeopathic remedies suitable for holidays include Nelsons travel sickness tablets; belladonna for air sickness, mild cases of sunburn and sunstroke, especially when there is feverishness; Noctura for a more restful flight; cantharis tablets to help ease stinging after too much sun early in the holiday; pyrethrum insect sting relief spray; nux vom tablets for over-indulgence; arsen alb for mild sickness and diarrhoea; and burn ointment for more serious damage caused by staying in the sun too long.

over-indulgence; arsen alb for mild sickness and diarrhoea; and burn ointment for more serious damage caused by staying in the sun too long.

Sales of Nelsons hayfever and travel sickness tablets increased by 30 per cent following the change to blister pack format.

New Era Recommended remedies for inclusion in a travel bag are Combination 5 for sick headache, stomach upset and biliousness, Combination E for flatulence, colicky pains and indigestion and Combination C for acidity, heartburn and dyspepsia.

Tisserand Aromatherapy Lavender oil can be used in a relaxing bath after a long haul flight or to soothe sore skin. Peppermint oil is also said to be helpful in soothing sunburn because of its cooling effect, and is used as an inhalation in travel sickness. It may be used in conjunction with geranium in diarrhoea. Citronella can be used neat as an insect repellent; to prevent insects entering a hotel room, a few drops should be placed on cotton wool near the window frame.

Larkhall Laboratories Jamaican ginger forms the basis of Cantassium natural travel sickness tablets, while Cantassium summer catarrh tablets are aimed at hayfever sufferers.

A new Silence 1250 travel hairdryer will be launched this Summer. It has a swivel handle for compactness when travelling, dual voltage and a black travel case (£14.95). Also new this Summer is the Satinelle epilator for leg hair removal which gives up to four weeks smooth legs, making it suitable for use before a

Philips say that 254,000 mini travel jugs were sold last year and they hold number one spot with 46 per cent of the market. Travel irons are also a growth

A newcomer to the travel products market this year is Haden, who are launching a range of products through BDC electrical distributors. Haden, previously known for their kettles, are introducing European adaptors, world adaptors, a plug-in mosquito repellent and a new travel jug.

BDC say that until now the adaptor market has been the province of comparatively small companies who could not afford to promote the market adequately, leading to lack of consumer knowledge and acceptance. Haden are expected to raise the profile.

Clairol are introducing Thermacel, a new butanepowered styler this month. The company, through BDC, is offering pharmacies a special deal until May 31 in which they receive six free twinpack Thermacel cartridges with any purchase of a mix of six Clairol stylers.

Until August, BDC and Philips are running a joint travel-related promotion based 'points for purchases'' with the chance to win travel products and trips to Euro Disney. The promotion, "Achievement '92", is open to pharmacies and independent electrical retailers only.

Jeff Moody, marketing manager, BDC independents division, says that personal care items, which includes travel-related products, was the only notably buoyant sector within small appliances last year. Because of the increase in holiday bookings this year, he



The new cordless Braun Style 'n Go

predicts there is likely to be a shortage of certain travel products in the usual High Street outlets.

'This represents an excellent opportunity for the pharmacist to gain additional sales by ordering now," he

are moving up-market and acquiring add-on features or a more stylish presentation, which means greater margins. Pharmacists should also be alert to moves towards appliances being sold with

fitted plugs. Braun UK have added a new gas styler - Style'n Go - to

says. He adds that most products

Some holiday reminders ● It's worth reminding customers that buying medicines in this country is more convenient and often cheaper. In an emergency they may be unable to find a pharmacy or speak the language. Some OTC medicines which are popular in the UK are unavailable in other countries, even those as close as Europe. For example, citrate powders for cystitis are difficult to come by in France and some antihistamines are available only on prescription in many European countries. This is also important for families with babies and young children who may not be able to find the tried and trusted products they buy at home.

● Customers going on long-haul holidays need to plan early for the necessary vaccinations and other preventive treatments such as anti-malarials.

● Customers taking regular prescription medication should make sure they have adequate supplies and that essential items are carried in hand baggage rather than other luggage which may be mislaid. They should be encouraged to keep medicines in the original, properly labelled containers to avoid problems with customs. For the same reason it may be a good idea to carry a doctor's note or duplicate prescription, particularly when taking narcotic-type preparations such as codeine. A note of the generic name of essential medicines can be useful in case of loss, as trade names are likely to differ abroad.

● Some pharmacy items are classed as dangerous articles which may not be

in case of loss, as trade names are likely to differ abroad.

• Some pharmacy items are classed as dangerous articles which may not be taken on aircraft, either in the hold or as cabin baggage. These include butane gas hairstyler refills, wet cell batteries and mercury thermometers. Aerosols are also included in the British Airways "banned" list, although small quantities of medicinal and toilet articles are exempt, for example, 0.5 litre or 500g of hairspray, after-shave and medicines with alcohol. Some airlines prefer patients not to use their own oxygen cylinders on the flight but will provide free supplies on request. Battery operated items should be carried as hand baggage. Butane gas hair brushes and curlers may only be carried in baggage for the hold, with the safety cover fitted over the heating element (one item per person).

• Diabetic patients are advised to carry insulin in their hand baggage, together with a supply of glucose tablets or easily carried food such as biscuits in case of "hypos" or unexpected food shortages. When crossing time zones they should check with the GP or clinic whether they need to adjust their insulin schedules.

their range of travel dryers. It is said to use more reliable catalyst technology; the heating system converts butane gas from the small cartridge into a controlled heating source, with no flame, unlike other gas stylers on the market. It heats up within 60 seconds.

#### Don't forget batteries

Batteries may not immediately spring to mind as being big sellers during the holiday season. But they are needed to power a host of the small electricals people take away with them, from personal stereos to cameras.

Duracell say that battery sales pick up over the Summer and peak in August and September, the fifth and sixth busiest months of the year which together account for nearly 17 per cent of annual sales (December, the busiest time, accounts for 14.5 per cent). Pharmacists are wellplaced to exploit this seasonal lift by reminding customers to pack a couple of batteries with the suntan lotion. For a relatively small display space, batteries give good returns, the company adds and recommends prominent placing in high traffic areas to attract impulse purchase.
The company suggests that

sizes likely to sell particularly well this Summer are the MN1500 (used in personal stereos, alarm clocks, smaller torches and cameras) and MN1300 and MN1400 (used in larger torches and portable radios). The MN1500 is the best-selling size, accounting for

66 per cent of all sales.
The lithium XL range of high performance photographic cells is also expected to be in demand. The most popular sizes are DL123A and DL245. Although lithiumpowered cameras are becoming more commonplace in the UK, Duracell say that consumers may not expect a pharmacist to stock them, so prominent instore positioning will advertise the fact. The company supplies free display stands for economic úse of space.



ES OFF SHE

You've just seen the new advertising campaign for Jungle Formula. It's backed by a £150,000 spend in women's magazines and the angling press. So it's bound to attract customers, By the swarm.

# There'll be no more tears this season with New Johnson's baby sun protection



- Suncare SPF 15+category is growing at +30%\*\*
- Johnson's Baby has the highest turnover of any baby sun preparation
- Unique, safe no more tears\*formulation designed to prevent eye irritation
- Continued support and investment will ensure continued growth.

no more tears Nobody babies you better than Johnson's - clinically proven mildness

Johnson Johnson

- Nielsen JA Pharmacy
- \* Trademark
- \*\* Nielsen Consumer data